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The American University in Cairo  
School of Global Affairs and Public Policy

Framing of Charity TV Advertisements in Egypt:  
A Content Analysis

A Thesis Submitted to the  
Department of Journalism and Mass Communication  
in partial fulfillment of the requirements for the  
Master of Arts

Presented by: Maha Sherra

Thesis supervisor: Dr. Amani Ismail

Spring 2017

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As narrated by Abdullah bin Abi Qatâdah his father said that The Prophet Muhammad (peace be upon him) said “The best things that a man can leave behind are three: A righteous son who will pray for him, ongoing charity whose reward will reach him, and knowledge which is acted upon after his death.”

(Book of Sunnah, Hadith no. 241, classified as Sahih by Allaama albani)

## **Abstract**

This study analyzed how charity organizations in Egypt utilize the use of framing, appeals, and strategies in their TV advertisements. A content analysis was conducted to understand the utilization of message framing; image valence/vividness; temporal framing; donations reframing; victim message strategy; source types; appeal types and execution framework; to enhance our understanding of the charity organizations' advertisement landscape in Egypt. The results indicate that framing is not a commonly used strategy by charity advertisers in Egypt, and the prevalent type of message framing in charity advertisements' is the gain frame, the most used temporal framing strategy is the long temporal framing, and the most used donation reframing strategy is the daily donation reframing. The results also indicate that the use of a negative image/story in their communication is very minimal compared to the prevalent use of a positive image/story. Regarding the victim message strategy, most of the advertisements included an unidentified group of three or more victims, and the most depicted victims are sick/ill children. The typical persons type of spokespersons is the most prevalent type followed by the use of celebrities. Finally, the altruistic appeal is most commonly used advertisement appeal, and the findings showed that charity advertisers rely on positive appeal characteristics and emotional appeal types rather than negative appeal characteristics and rational appeal types.

This study also analyzed the congruency between message framing, image/story vividness, and advertisement appeal characteristics. The results revealed minimal congruency between message framing and image/story vividness, although showed congruency between the gain framed message and the positive appeal characteristic, while no congruency between the loss framed message and the negative appeal characteristic. The results also showed congruency between the positive and negative image/story vividness and the advertisement

appeal characteristic, but minimal congruency between the neutral image/story vividness and the advertisement appeal characteristic.

Finally, this study analyzed the spokespersons' gender, age group, and religion to identify the target groups of these advertisements, and to identify the used appeals to reach different target groups. The results showed that adult males are the most depicted in charity advertisements. Moreover, religious identification was not very common in charity advertisements which shows that charity advertisements target both Muslim and Christian groups, although during the coding process it was obvious that religious identification was associated with the nature of the advertised program or service. The results also showed that males were more depicted in advertisements with altruistic appeal, and adults were more depicted in guilt appeal and motivational appeal advertisements.

**Key words:** Charity advertisements in Egypt, Framing, Appeals, NGO, NPO, Image/story vividness, Victim identification strategy, Gain frame, Loss Frame, Appeal characteristics, Target audience, Charity organization

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## **I. Introduction**

Community prosperity is not solely granted by a governmental organization, but also through different charity organizations, where both construct and organize activities to serve the interest of underprivileged people (Chang & Lee, 2009). A charity organization is an organization that provides help and collects donations to “those in need” (Oxford dictionaries, 2017), similar to an NGO which is an abbreviation for a “non-profit organization” (Oxford dictionaries, 2017). An NGO “is any non-profit, voluntary citizens' group which is organized on a local, national or international level” (*Definition of ngos*, n.d.). “The nonprofit sector is often referred to as the third sector, independent sector, voluntary sector, philanthropic sector, social sector, tax-exempt sector or the charitable sector” (Tabaku & Mersini, 2013, p.79).

The charity organization’s role is to provide services to support underprivileged people, whether they are poor, sick, disabled, homeless, etc. These organizations solely depend on donations (monetary or in-kind) to maintain sustainability and provision of their services to the underprivileged. Some of the organizations collect donations to build hospitals, houses, or infrastructure. Others provide food, clothes, medicine, or other services such as human development, education, surgery operations etc.

According to the Wealth-X Philanthropy Report (2015); the total amount of donations globally is USD 625 billion. Explaining that “the Wealth-X and Arton Capital Major Giving Index rose to an all time high in 2014, up 25% since 2004 and up 6.4% year-over-year” (p. 5).

The Wealth-X report indicates the magnitude of the charity sector globally, correspondingly on the local context the charity sector has also been growing rapidly in Egypt in the past few years. According to Kotb (2010), “with an estimated 40 per cent of the population living on a daily income smaller than LE10, charity is always welcome” (para. 13). In the recent years, Egypt witnessed an increase of the number of charity organizations working in different fields (Hassan, 2013). The researcher could not find any official report or

information regarding the total number of operating NGOs in Egypt on the Ministry of Solidarity and Social Justice's website; which is the governmental body responsible for supervising all the formal charity organizations in Egypt. Although, according to the Ministry of Solidarity and Social Justice, the number of active charity organizations in Egypt exceeded 30,000, and according to the IDSC report the total collected donations by these charity organization was EGP 336 million in 2008 (Kotb, 2010). Moreover, the latest report found that included an official statement of the total amount of donations was issued by the IDSC (Information and Decision Support Center) and was issued in 2010. The report stated that "the charitable giving is estimated at LE 4.5 billion offered by 86% of Egyptian households in 2009" (Ramadan, Ali, & Abdel-Wahed, 2010, p. 2). Charity organizations provide a variety of services to which they raise and direct donations to. These services include building orphanages, helping mentally handicapped and blind people, providing the poor with medical supplies, and receiving blood donations (Kotb, 2010).

### **1. Charity advertising in Egypt during Ramadan**

The holy month of Ramadan is popular for the television programs, series, and the latest advertising campaigns launch. The 50 million estimated television viewership during Ramadan grabs the advertisers' attention where almost 50% of the yearly advertising budgets of companies are spent during this month (Wahish, 2015). Tarek Nour the advertising pioneer in Egypt "dubs advertising in Ramadan as bigger than the Super Bowl" (as cited in Wahish, 2015, para. 1).

The increase of food consumption during Ramadan than any other months is now accompanied by another occurrence which is "charity donations" (Kotb, 2010, para. 1). Charity donations were always one of Ramadan month's characteristics, but with the current increase of charities' media campaigns, it became more noteworthy (Kotb, 2010).

According to Keenan and Yeni (2003), Ramadan in Egypt has been criticized in the past years for the excessive number of aired advertisements during the month, describing Ramadan advertising as a controversial topic. The researchers stated that according to preceding research, the excessiveness of charity advertisements aired during Ramadan month could be attributed to the nature of the holy month which encourages Muslims to donate (Keenan & Yeni, 2003). The researchers investigated a total of 508 TV advertisements run during Ramadan and non-Ramadan period to compare the frequency of advertisements during both periods. The results showed the opposite of what others claim, where a total of 151 advertisements were aired during Ramadan, compared to 357 aired during non-Ramadan period, although the researchers stated that this might be a result of a research artifact (Keenan & Yeni, 2003).

Accordingly, this paper is not going to limit the period of investigation to Ramadan only, but rather to include all charity advertisements aired throughout the year. Moreover, charity organizations in Egypt advertise day-to-day that they collect monetary and in-kind donations to provide services to poor Egyptians and other underprivileged; the sick, and the disabled to help improve their conditions (Hassan, 2013).

## **2. The role of Marketing in charity organizations**

Donations to charities became a critical financial source for the continuity of charity organizations (Chang & Lee, 2009). Currently charity organizations face many fundraising challenges to ensure the sustainability of their services (Freriksen, 2014). Despite the increased significance of charity organizations in the society, recently the challenge for the donors' market shares has increased due to many reasons, a thing that created difficulty for charity organizations to secure their sustainability (Tabaku & Mersini, 2013). Charity organizations in developed countries and developing countries strive to collect donations "to feed the famished, ill and homeless" (Sudhir, Roy, & Cherian, 2016, p. 9).

The main challenge for charity organizations' marketing managers is to increase donations from current donors and attract new donors (Merchant & Ford, 2008). Charity organization started to utilize marketing efforts to increase donations due to the "increasingly competitive fundraising environments" they are facing (Sudhir, Roy, & Cherian, 2016, p. 1). The charity sector is now a significant and a rapidly growing part of the advertising field, explaining that with the increase of "a more consumer-oriented culture", charity organizations are more urged to utilize marketing techniques to grab the audience's attention (Chouhoud, 2015, p. 16).

Moreover, the larger proportion of the charity organizations' income is funded by individuals, and the increase of the competition fierceness among charity organizations for fundraising has exploited the importance of message framing in the marketing of charity organizations to increase individuals' contributions (Chang & Lee, 2009). Charity organizations are required to appeal correctly with the donors and potential donors with the appeals that grab their attention, a thing which can be facilitated by identifying the "emotional constructs that can drive commitment" to charity organizations and increase donations (Merchant & Ford, 2008, p.14). Thus, the most important tool for charity organizations to raise donations for sustaining their services and continuity is advertising.

### **3. Charity advertising in Egypt**

Egyptians' donations to charity organizations can be assumed to be increasing otherwise the number of NGOs operating in Egypt would not have increased if the donations are decreasing. According to Hassan (2013), Egypt has witnessed an increase in the number of operating NGOs in the recent period. Only a few of the NGOs in Egypt advertise on TV due to the high cost of TV advertisement production and airing that would not allow all NGOs to use TV as a mean to reach existing and potential donors. Although in the past few years the number of advertised NGOs has significantly increased, still TV charity advertising is

monopolized by a very small percentage of the NGOs operating in Egypt. More than at least 10 NGOs are using TV to advertise their services to collect donations with TV advertisements' yearly expenditure worth millions of pounds. Very limited or even no research has tackled the charity advertising in Egypt, although charity organizations represent an important sector in the advertising field.

"Marketing's role in fundraising is important although the fact that donors see the marketing expenses as a waste of money" (Bennett & Savani, 2004 as cited in Tabaku & Mersini, 2013, p. 86); a thing which creates an obstacle for charity organizations in marketing for their services. Similarly, the increase of charity advertising in Egypt during the past few years started a controversy about these campaigns' funding. Some believe that charity organizations should rather invest the money in helping the poor instead of advertising, while others complained about the increasing amount of 'beggars' campaigns that is reflecting a negative image of Egypt. On the other hand, charity organizations perceive TV advertising as a necessity to increase donations and serve more underprivileged people. Moreover, the sole way for an organization to survive and continue its service is by its ability to fundraise from individual and corporate donors (Tabaku & Mersini, 2013). Thus, the end justifies the mean, despite the increase cost of TV advertising this doesn't negate the necessity of using TV advertising to increase donations and serve the greater goal of serving the underprivileged.

In the past few years, the Egyptian media started to accuse charity organizations in Egypt of spending people's donations to advertise instead of helping the underprivileged, despite the necessity of advertising in increasing donations, where they invest in advertising to raise more donations to serve more people. Hassan (2013) accused some of the advertised charity organizations in Egypt of not spending the collected donations to serve the underprivileged as they claim, explaining that almost 22.5% of Resala's collected donations are spent on the employees' salaries and advertising. Moreover, others complained about the

increased number of advertised charity organizations and the negative images that they use in their advertisements to make the audience sympathize with the cause and donate. Al-Sanhoury (2014) in his article “Begging, Provoking, and Insulting Egyptians Advertisements” referred to the excessive charity advertisements during Ramadan, and stated that these advertisements have transformed the holy month to “a month of disgusting begging and scandalous trade in the pain and disease of Egyptians” (para. 1). Kotb (2010) referred to the general manager of Dar Al-Orman charity organization who explained that they raise ten times the amount they spend on advertising. Moreover, without advertising that makes people know about the organization how will they be able to collect donations (Kotb, 2010).

Resala organization; one of the most popular charity organizations in Egypt spends 11% of its yearly donations (which is equivalent to EGP 380 million) on advertising through all media channels (Hassan, 2013). According to Hassan (2013) Resala Organization is of the most spreading charity organizations in Egypt, who succeeded in collecting yearly donations of EGP 2.5 to 3.5 billion as Zakat and donations. Egyptian Food Bank (EFB) spent on advertising a total of EGP 41.8 million in 2014 (total 2014 donations EGP 4.5 billion) compared to EGP 34.8 million in 2013 (total 2013 donations EGP 4.4 billion). Although the report published on their website shows that the monetary donations in 2014 are estimated to EGP 264 million, compared to 240 million in 2013. Moreover, in-kind donations in 2014 are estimated to 7.8 million, compared to 9.9 million in 2013 (“*Egyptian Food Bank Balance Sheet 2014*”, 2014). Mamdouh Shabban the general manager of Dar Al-Orman charity organization, was cited in Kotb (2010) stating that the total amount of collected donations in 2009 was EGP 85 million. The 57357 Children’s Cancer Hospital Foundation (CCHF) was ranked 16th and Misr El-Kheir Foundation was ranked 27th among the “top 30 league of Y2014” report (Pan Arab Research Center, 2014). The report also shows that 41.57% of CCHF’s advertising budget, and 27.91% of Misr El-Kheir Foundation’s advertising budget is spent on TV

advertising. Thus, despite the high expenditure of the charity organization's advertising; its role seems clearly significant in raising more donations.

#### **4. Brief history on selected charity organizations in Egypt**

##### **Children's Cancer Hospital Foundation (CCHF)**

57357 children's cancer hospital foundation (CCHF) is a non-profit organization that aims for "a cancer-free childhood" ("Cchf & cche overview", n.d., para. 1). The organization collects donations for the "Children's Cancer Hospital Egypt (CCHE) widely known as Hospital 57357" (para. 1). The hospital provides free of charge high quality care for all children without favoritism. The idea of building a separate hospital for improving survival rates was first suggested in 1995 by the National Cancer Institute's Dean, and the planning started in 1998. The CCHF was formed in 2004 followed by the new phase of the operation and the start-up of the hospital. The hospital started to provide its free services in July 2007 for cancer children patients "from Egypt, Africa, and the Middle East" (para. 4.).

##### **Egyptian Food Bank (EFB)**

Egyptian Food Bank (EFB) is a non-profit organization that was founded in 2006 with a specialization in fighting hunger. The organization's aim is to serve the society and needy people with a vision to end hunger in Egypt by 2020 ("The organization", n.d.). The first pillar of Egyptian Food Bank is to feed the unable to work such as: "the elderly, orphans, widows, or people suffering from chronic diseases" through providing them with food on a monthly basis ("Feeding the incapable of working," n.d., para. 1). The second is to develop poor people who are capable to work through providing them with developing programs that allow them to acquire work skills that can help them find suitable jobs to manage their own lives ("Developing the capable cases", n.d.). The third pillar is to create awareness of individuals and corporates about saving food waste ("Anti food wastage awareness", n.d.). The fourth pillar is to create investment projects such as factories and farms to sustain funds for the



organization to be able to continue serving the needy cases (“Investment is the key to sustainability”, n.d.). The last pillar is to organize charitable efforts in Egypt, such as the “sacrifice voucher program”, where the organization manages the slaughtering and distribution during the feast to provide needy people with meat during the feast and throughout the year (“Organizing the charitable work”, n.d., para. 2).

#### **Misr El-Kheir Foundation (MEK)**

Misr El-Kheir Foundation is a non-profit organization that was founded in 2007 (Misr el kheir foundation, n.d.). The foundation aims to “reduce poverty, illness, unemployment, and illiteracy” through five programs: “social solidarity, education, health, scientific research and aspects of life” (Misr el kheir foundation, n.d., para 3).

#### **Dar Al-Orman Organization (Al-Orman)**

Dar Al-Orman is a non-profit organization founded in 1993 that aims to serve all Egyptians without any political or religious discrimination. The organization aims to develop needy people to allow them to become productive and reach sufficiency (“*Nabza an gameyet al-orman*”, n.d.).

#### **Resala Organization (Resala)**

Resala is a non-profit organization that was informally founded by the students of the engineering section in Cairo university in 1999, then the organization was formally founded in 2000. In 1999 the organization firstly aimed at helping the society through several activities such as blood donation, and visiting orphanages, and elder houses. In 2003, the organization opened several branches that provided a number of services to poor people through thousands of volunteers. In 2006, the organization opened a charity hospital, and a second phase of the hospital was opened in 2011. In 2011, the organization also opened a charity school (“*An resala*”, 2015).

### **Magdi Yacoub Heart Foundation (MYF)**

Magdi Yacoub Heart Foundation is a non-profit organization that was founded in 2009 by “by the internationally renowned heart transplant surgeon Professor Sir Magdi Yacoub” (Magdi yacoub heart foundation, n.d., para. 2). The main objective of the organization is to build an international standard cardiovascular surgery, treatment, and research medical center in Aswan. The center is aimed to provide its services for children, youth, and adults in Egypt and the region (Magdi yacoub heart foundation, n.d.).

The academic research that tackled charity advertising in Egypt is very minimal compared to the number of charity organizations and its advertising which calls for an attention from the academic research to furtherly investigate this phenomenon. Accordingly, with the increase cost of advertising and its necessity for increasing charity organizations’ donations and new donors; investigating the content of charity organizations’ advertisements in Egypt is thus a necessity to be able to understand the utilized frames, appeals, and strategies in charity advertisements in Egypt. In addition, this study can provide recommendations for further charity advertisements to increase donations. This study will be an added value for the charity sector in Egypt, due to the lack of proper research that investigates the use of frames and appeals in charity advertisements; and it can serve as a starting point to understand the most prevalent approaches used in charity advertisements.

## **II. Statement of the problem**

This research aims to investigate the type of frames, appeals, and strategies used in charity advertisements through analyzing the YouTube uploaded advertisements of the biggest charity organizations in Egypt; 57357 Children’s Cancer Hospital Foundation (CCHF), Egyptian Food Bank (EFB), Resala Organization (Resala), Dar Al-Orman Organization (Al-Orman), Misr El-Kheir Foundation (MEK), and Magi Yacoub Foundation (MYF). The study

will investigate the advertisements uploaded on the official YouTube channels of these organizations from 2011 to 2016.

### **III. Theoretical Framework**

#### **1. Understanding framing**

Message framing is the presentation of a cogent (persuasive) message in regard to the presumed loss or gain associated with a proposed behavior. “In decision theory, the term “frame” refers to the perspective, in terms of expected losses or gains, a choice is presented to a decision maker” (Aldridge, 2006, p. 1).

Framing is among the frequent communication strategies used by marketing campaigners (Chang & Lee, 2008). According to Chang and Lee (2009) framing denotes to the presentation of two equally significant results to different persons, where a result can be presented positively (“gain terms”) or negatively (“loss terms”) (p. 2912).

According to Tversky and Kahnman (1981) the prospect theory “describes the nonlinear relationship between objective outcomes (in terms of gains and losses from some reference point) and one’s subjective reactions to them” (as cited in Toll, et al., 2007, p. 534). Moreover, when people are presented with different messages of equal factual information, the frame of the presented message whether it is positive/beneficial (gain frame) or negative/risky (loss frame) affects people’s response regardless of their factual equivalence (Toll, et al., 2007; see also Aldridge, 2006; Chang & Lee, 2009).

Labeling a glass of water as “half-empty” or “half-full” is an illustration of message framing, as each label presents only one side of the information (Martin, 1995 as cited in Chang & Lee, 2008, p. 652). The way information is labeled or framed may significantly influence consumers’ judgments and decisions (Levin, Schneider & Gaeth, 1998 as cited in Chang & Lee, 2008).

Framing theory studies were largely conducted in the news and political communication context to analyze the journalists’ use of frames in their presentation of events. In the advertising context, researches were more focused on the message content's framing

effect on the audiences' information processing, while rare studies focused on the content analysis (Gayatri, 2008). This study will be using framing theory as its theoretical foundation in analyzing the content of charity advertisements in Egypt.

## **2. Defining Loss and Gain Framing**

According to Gayatri (2008) "in advertising, framing is used in the context of frames of reference such as price frame, attribute frame, outcome frame, frame perspective, and frame valence" (p. 10). Framing in the advertising context is considered to be either unframed or framed. The main concept of framing in the advertising context is the message framing, where the message can be positively (gain frame) framed or negatively (loss frame) framed. The various types of advertising appeals can be prospected as abridged figures that advocate that advertisement's core. Various appeals insinuate a relation amid the components in a message as these components are structured by the advertiser (Gayatri, 2008).

According to Aldridge (2006) "prospect theory" includes the characteristic of people's apprehension of riskiness into our comprehension of the decision making process of people (p.2). The author explained that how people perceive the disadvantages and advantages, loss and gain, as well as riskiness and confidence from conducting or not conducting a certain behavior highly affect their decision making (Aldridge, 2006).

A loss frame is the presentation of a negative consequence for not doing the proposed behavior ("tooth decay" as a result of "drinking lots of soda") (Aldridge, 2006, p. 1). While a gain frame is the presentation of a positive consequence for doing the proposed behavior ("avoiding tooth decay" as a result of "limiting soda intake") (p. 1). According to O'Keefe and Jensen (2006) the communicator can either emphasize the favorable consequences of following the communicator's recommended behavior "the gains associated with compliance" or the communicator can emphasize the unfavorable consequences of not following the recommended behavior "the losses associated with non-compliance" (p. 3). Accordingly, the

message can be framed positively (gain) emphasizing on the merits or the favorable consequences of compliance or negatively (loss) emphasizing the disadvantages of the unfavorable consequences of noncompliance, although any communication message can bear both frame appeals; gain framed and loss framed appeals.

While Aldridge (2006) differentiated between frames and appeals, O’Keefe and Jensen (2006) on the contrary used both terms - appeal and frame - interchangeably. Aldridge (2006) differentiated between framing the message positively (gain frame) or negatively (loss frame) and using a positive or a negative affective appeal in the framing impact on the audience, which is due to its inclusion of the “persuasive element of probability or risk of obtaining it not obtaining outcomes associated with the advocated behavior” (p.2). This means that framing affects their risk evaluation in making decisions (Aldridge, 2006), while both negative and positive appeals don’t. Whereas O’Keefe and Jensen (2006) explained that the commonly distinguishing feature between both appeals is the valence or the presence of the outcome. Positive consequences are associated with gain framed appeals and negative consequences by loss framed appeals. Moreover, the element of compliance consequences is also considered a distinguishing element among both appeals. While gain framed appeals emphasize the outcome of compliance, loss framed appeals focus on the outcome of noncompliance (O’Keefe & Jensen, 2006). Despite the different use of the term “appeal”, the difference between identifying a gain frame and a loss frame lies in the type of outcome (positive/negative) associated with compliance or noncompliance.

### **3. Loss or gain framing in charity advertising?**

A negative framed message (loss frame) such as “without your help, an unfortunate child will remain living in the dark”; and a positive framed message (gain frame) such as “with your help, an unfortunate child can have an opportunity for a bright future” can both promote

charity organizations with the same aim of encouraging donation behavior (Chang & Lee, 2008, p. 652; 2009).

O’Keefe and Jensen (2006) suspected the difference between gain and loss framed communication in terms of persuasiveness due to previous researches that indicated asymmetries in persuasiveness among positive and negative information “such that negative information is more powerful than positive information” (p. 4). In lab settings, researches have revealed that a loss framed message such as “if you will not buy the product, you will lose the following benefits” has higher persuasive effects than gain framed messages such as “If you will buy the product, you will gain the following benefits” (Ganzach, Weber, & Or, 1977, p. 91). Despite the fact that the authors revealed that in natural settings the opposite was found to be correct where the framing effect on persuasion is mediated by involvement. The authors reported that “the difference between the two environments which were observed in this paper may be the exception rather than the rule” (Ganzach, Weber, & Or, 1997, p. 95).

Previous research investigating negativity bias and fear appeals assumed that gain frames are less effective than loss frames in producing higher message engagement (O’Keefe & Jensen, 2008). Moreover, the assumption of the higher effect of loss-frames than gain-frames in producing more engagement is two folded. The first is the perceived impact of fear inducing appeals on message processing. The second is that loss frames are more appealing in the negativity bias phenomenon which is sought to increase the effect of and responsiveness to negative information (Cacioppo, Gardner, & Bernston, 1977 as cited in O’Keefe & Jensen, 2008). Opposing to assumptions, gain framed messages were found not to be less engaging than loss framed messages. On the contrary, loss framed appeals were found to be statistically less engaging than gain-framed appeals (O’Keefe & Jensen, 2008).

On the other hand, Chang and Lee (2009) stated that the audience is more familiarized to positively framed arguments than to negatively framed ones. Explaining that negatively

framing messages in charity advertising are inclined to stimulate the audiences' awareness, compassion, and "self-relevance" in regard to the severe results of not taking an action toward the issue presented as the amplified necessity for information mirrors the individual's stimulus to "process the message" (p. 2913). Moreover, communicating the negative results, faults, or apathy may increase the individual's feeling of guiltiness and accountability and thus increasing their concern about "loss aversion" which could motivate individuals to donate in order to avoid the negative consequences (Chang & Lee, 2009, p. 2927).

The results of the experiment conducted by Chang and Lee (2008) showed "that the sum of advertising effectiveness depends on complicated interrelationships among message framing, vividness valence, and number size framing" (p. 652). Chang and Lee (2008) results showed that the use of a negatively framed message in the charity context results into more persuasion than a positively framed message. The result also showed that a negative photograph strengthens the persuasion effect of a negatively framed messages, which according to Chang and Lee (2008) is a similar finding of previous researches; "negative images increase the persuasive appeals in promoting donations for animal shelters" (Pratkanis & Aronson, 1992 as cited in Chang & Lee, 2008, p. 652), "and world hunger" (Thornton et al., 1991 as cited in Chang & Lee, 2008, p. 652).

O'Keefe and Jensen (2006) conducted an analysis of literature that compared gain framed and loss framed persuasive messages of disease detection, disease prevention, and other topics. According to O'Keefe and Jensen (2006) the context of communication requires a certain type of frame, meaning that appeals with gain-frame are not always less persuasive than appeals with loss-frames, and vice versa. For example; using gain-framed appeals for messages that encourage disease prevention behaviors were found to be more effective in persuasion than loss-framed appeals, while in messages that encourage disease detection behaviors both frames have no significant difference in effectiveness. Although the results of their study showed no



significant advantage for loss-framed appeals in persuasiveness over gain-framed appeals despite the obvious psychological nonequivalence of both types of framed appeals. O’Keefe and Jensen (2006) stated that regardless of the available body of information indicating the greater impact of negative stimuli over positive stimuli on decisions, and evoking powerful psychological responses, this doesn’t mean that there is a difference between gain and loss framed appeals in terms of persuasiveness. “In fact, no subset of cases analyzed here displayed a significant advantage for loss-framed appeals over gain-framed appeals” (O’Keefe & Jensen, 2006, p. 19).

The results of a study investigating organ donations posters conducted by Chien (2014) showed that only 36% of the sample (N=53) used framed messages with a total of 19 posters. Only one of the posters used loss frame while eighteen used gain frames motivating the audience with the benefits of donating organs such as showing the resemblance of organ donation as an act of love. While the loss frame that was used showed the death of a man as a consequence of not donating. Chien (2014) recommended that organ donation posters should utilize framed messages to increase the persuasion effect of the posters specifically gain framed messages, and avoid the combination between positive and negative messages as it “may overtax the reader” (p. 126).

#### **4. Short and Long temporal frame**

“Temporal framing is a common format of statistical presentation” (Chang & Lee, 2009, p. 2915). Chang and Lee (2009) explained the difference between the long and short range temporal message frame in communicating statistics, where a child poverty issue can be framed as: “about 1,250 children die each *hour* due to poverty,” or “about 11 million children die each *year*” (p.2915). Using a short-range temporal frame such as every day, and using a small figure could improve persuasion through communication as minor figures could make the aim more achievable and thus increase the audience’s inclination to support (Chang & Lee,

2009). Meanwhile, it could also eliminate the audience's intention to donate as it can convey an underestimated image of the charity cause, while long-range statistics "may increase the perceived severity of the circumstances through base-rate neglect" (Chang & Lee, 2009, p. 2916). "A balance between the effects of positive message (i.e., congruent positive message and picture) and base-rate neglect can be maintained" (Chang & Lee, 2009, p. 2918).

According to Chang and Lee (2009) the long-range temporal frame could improve the negative framed messages, although using big figures may cause a bounce back or a rebound effect on the efficiency of the advertisement when the charity cause is perceived as severe. Explaining that an extremely negative message could convey the feeling that one's donation or contribution will not make a difference due to the severity of the problem, and thus will refuse to donate. While on the other hand the short-range temporal frame could eliminate the potential rebound effect, through providing a small figure that convey an attainable aim for the donor. Predicting that a negatively framed message with a negative image and a short-term temporal frame will improve the advertisement effect rather than a long-term temporal frame (Chang & Lee, 2009).

According to Chang and Lee (2008) "statistical evidence illustrating the seriousness of social issues (i.e., long temporal frame or large numerator) can be a plus in communication with the public" (p. 652). Large number statistics could heighten the negativity bias effect, and consequently ease the negative framing effect, however the authors found that this superior effect may not happen consistently. The results of the study conducted by Chang and Lee (2008) showed that the base-rate neglect effect is limited when a negatively framed message is associated with a negatively vivid element such as a negative picture or a story. The results also showed that large numerator or long temporal frame could have the overemphasize impact "on the severity of the charitable issue and backfire on potential donors' intention to donate when people already see the issue pessimistically" (p. 652). Suggesting that the small

numerator or short temporal frame “can avoid such boomerang effects and maintain a balance between perceived severity and intention to help” (Chang & Lee, 2008, p. 652).

“Temporal reframing of donations” is a marketing technique where the charity organizations break down the accumulated yearly donation into less amounts to be donated monthly or daily to make it appear more affordable (Sudhir, Roy, & Cherian, 2016, p. 2). This technique is used by other sectors such as subscriptions, insurance, in addition to charity organizations. Reframing a \$365 yearly donations into a daily \$1 makes it more affordable (Sudhir, Roy, & Cherian, 2016). Gourville (1998) as cited in Sudhir, Roy, & Cherian (2016) “dubbed such temporal reframing into a small daily amount as “pennies a day” (PAD) strategy” (p. 13). The results showed that utilizing monthly temporal frames resulted in more donors and donations than the daily temporal framing, refuting or finding no support for the “pennies a day hypothesis” even if the daily amount was “an amount that is smaller than the price of a coffee in urban India” (p. 32). The results of the field experiments that were conducted by the researchers showed that donors’ response is highly affected by framing in terms of the amounts of donation and the donation rates. Moreover, the new donors comparing to former donors are more affected by the impact of framing and sympathy bias (Sudhir, Roy, & Cherian, 2016).

Accordingly, the short temporal framing can be defined in terms of the small numerator statistics and short period time frame (i.e. 1 person die from virus C every minute), or the breakdown of donation into small figure on daily or monthly basis (i.e. the cost of feeding a child is EGP 5/day, or EGP 150/month). On the other hand, the long temporal framing can be defined in terms of the large numerator statistics and long period time frame (i.e. 20 million die from virus C yearly), or the big figures of donations on a long period (i.e. the cost of feeding a child for a year is EGP 1800/year).

## **IV. Literature Review**

Charity organizations solely depend on fundraising to collect sufficient donations to sustain their services. Charity organizations as any profitable organizations are always seeking to attract new clients or customers, while for the charity organizations, non-profit organizations (NPO), or non-governmental organizations (NGO), the customers or clients are called donors. Any type of organization is seeking for more profit through more sales and more customers, while in the charity sector organizations are seeking for more donations and more donors.

Any person who buys a product, service or a good, will benefit from it, on the other hand the charity organization offers a service in exchange of an amount of money, but the actual benefit returns to the beneficiaries of the organizations; people who are sick, poor, homeless, illiterate, etc. Accordingly, the charity organization does not sell a tangible product, service, or good as other types of organizations, although they sell an intangible benefit or a psychological reward.

Advertising plays an important role for the charity organizations, it allows them to promote their organizations, and the services they provide for the beneficiaries, build an image, and call for donations. Similar to any type of profitable organizations that use advertising to build its brand name, promote its products, services, and goods, and to call for an action; but the requested action is product or service purchase.

### **1. The image of the organization and TVC (TV Commercials)**

Any charitable organization aims to build an appropriate image, and positive recognition among the audiences who are considered potential donors to this organization. Advertising among other tools is commonly used for this specific purpose aiming that the positive image and recognition will be transformed into actual contributions and that potential donors will become actual donors. According to Areerut and Samuel (2014) “the recognition

of the organization image can affect donations and contribution of donors” (p. 1369). Public relations (PR) can be a strong tool in building an image for an organization, as a proper good image is a key to maintain the target audience for a long time. Furthermore, PR assists an organization in message delivering to the target audience, providing information, and building a favorable audience perception of the organization. In addition to supporting and strengthening the organization’s credibility through many ways and media channels including print, TV, movies, in addition to TVC (TV commercial). Moreover, with the donors’ recall of the organization, and trust in it, without a doubt they will be able to reach out and support. (Areerut & Samuel, 2014).

There are several types of media that advertisers use to place their advertisements such as newspapers, magazines, posters, radio, television (TV), outdoor, and digital advertising including social media, online banners, and mobile advertising. Although there are several debates about the digital advertising taking over the traditional media (print, radio, outdoor, and TV), TV is still considered an essential advertising medium to many sectors; and charity organizations especially in Egypt are one of them. “TV has become an integrated part of our lifestyle” as its combination of audio and video brings “a product or service to life” (Areerut & Samuel, 2014, p.1366). Correspondingly, TVC (TV commercial) is one of the popular methods of promoting products, ideas, and services due to its high effect that lies in the size of its reach (Areerut & Samuel, 2014).

Correspondingly, this paper aims to investigate the charity TV advertisements in Egypt due to the prevalence of TV, its ability to surpass illiteracy boundaries, its great reach and its effect on the audiences’ emotions. The paper aims to identify the types of frames and appeals employed in the charity TV advertisements, the message strategies and the employed execution framework. The results of this paper will allow for further research investigating the effect of

charity advertising on the Egyptian audience and the donations, which is the ultimate goal for any charitable organization to maintain its existence and services, and may well assist charity advertisers in their further advertisements.

## **2. Advertising Effect**

Areerut and Samuel (2014) analyzed the patterns of TV advertisements that could affect the image of NGO's using content analysis and surveys. The results of their survey showed that TV advertisements highly affect the respondents' recognition of the organizations' image (54.17%) and affect their intention to donate and involve with the organization (62.89%). According to Sudhir, Roy, and Cherian (2016) psychology specialists inaugurated that people are more motivated to perform an action by emotions rather than cognition; accordingly conducts that create an emotional retaliation can be much powerful in inducing donations. "Research about television commercials found that TVC could affect emotions, feelings, and behaviors of consumers" (Areerut & Samuel, 2014, p. 1367). Thus, TV can be considered an appropriate medium for charities to advertise through, and justifies the dependency of charity advertisers in Egypt on TV as their main advertising medium.

The study conducted by Chang and Lee (2009) scrutinized the effectiveness of charity advertising in the framework of "child poverty" to examine the effect of "message framing, image valence, and temporal framing on charitable appeal" using an experimental method (p. 2910). Chang and Lee (2009) argued that an attractive charity advertisement commonly includes "framing heuristics" as words that are rich and emotional, intense imageries, and cogent evidential statistics of a community prosperity problem aiming at impressing the audience, stimulating compassions, and motivating monetary contribution (p. 2911).

According to Chien (2014) some of the effective strategies employed in the sampled posters that promoted organ-donations included statistics, "refutation of myths", success

stories, public prosperity, and celebrity endorsement appeals (p. 132). Explaining that utilizing frames to the messages along with these appeals and clinically studying the persuasiveness of the posters will increase the persuasiveness of the posters and thus increase the organ-donation behavior.

### **3. Advertising Message Strategies**

There are several types of advertising message strategies; Clow and Baack (2007) defined three broad types of message strategies employed in an advertisement; cognitive, affective, and conative. “A message strategy is the primary tactic or approach used to deliver the message theme” or the “outline of the key ideas in the ad” (p. 198). “Cognitive message strategy” is the rational or logical presentation of information to the target audience, where the main message includes information about the benefits of the product that the customer will obtain from buying or using it (p. 199). It is designed to grab the audiences’ attention to the advertisement and to process the information cognitively. “This approach relies on the attitude development sequence of cognitive → affective → conative” (Clow & Baack, 2007, p. 203). A cognitive message intends to provide the audience with logical or rational information about the advertised service, product, or organization, and then assist them in developing a positive feeling about it (Clow & Baack, 2007).

The “affective message” strategy intends to adduce emotions and link them with the advertised service, product, or organization (Clow & Baack, 2007, p. 202). This strategy aims at enhancing the product’s likableness, appeal recall, or understanding of the advertisement. It evokes feelings that affect the consumer attitude toward the product, possibly leading to product purchase, and eventually affecting the audience’s thinking process.

There are two categories of the affective message strategy; resonance advertising and emotional advertising. The first is the attempt to link the advertised service, product, or

organization with previous experiences of the audience to create a strong bond between the audience and the advertised product, like using a music that reminds the audience with his/her childhood (Clow & Baack, 2007). The nostalgia message strategy as defined by Merchant and Ford (2008) can fall under the resonance advertising category. The emotional advertising is the attempt to evoke strong feelings that will increase the recall and choice of the product, such as connecting love, friendship, joy, faith, and others with the advertised product (Clow & Baack, 2007).

The affective message strategy is used to develop a powerful brand name. The advertisements create a likability to the brand name, elicit positive emotions to the brand name, and then aim that this will lead to a purchase of the brand. “This approach relies on the attitude development sequence of affective → conative → cognitive” (Clow & Baack, 2007, p. 203). Some products’ advertisements usually approach their audience with the affective strategy due to the lack of “real tangible difference among the brands”, like Pepsi and Coca-Cola (Clow & Baack, 2007, p. 203).

The third message strategy is the “conative message” strategy, which directly intends for a certain action from the audience, like call a number to purchase the advertised product, or encouraging the audience to quickly purchase the product before it is out of stock or because the offer is time-limited (Clow & Baack, 2007, p. 204). This strategy “can be used to support other promotional efforts, such as coupon redemption programs, Internet “hits” and orders, and in-store offers such as buy-one-get-one-free” (Clow & Baack, 2007, p. 204). The conative message strategy may not be applicable in the charity context, although there might be a direct call for action to donate, or call for more information, but they lack the urgency for performing the advertised action as explained in the conative message strategy.



Clow and Baack (2007) explained that people do not solely depend on rational in making their decisions; whereas decisions are also affected by feelings and emotions. “If the product’s benefits can be presented within an emotional framework, the advertisement is normally more effective” (Lynch & Chernatony, 2004 as cited in Clow & Baack, 2007, p. 203). Charity giving is considered an emotional act, an act where others benefit from, a thing that makes the emotional message strategy most suitable for the charity advertisement. Other researchers explored different types of message strategies that could be considered types of message strategies which fall under the broad three message strategies illustrated by Clow and Baack (2007).

#### **A. Nostalgia Message Strategy**

The nostalgia message strategy was commonly used in the past few years in advertising in Egypt by different advertisers. For example; during the holy month of Ramadan in 2013; Pepsi Egypt started the nostalgia trend by bringing “back Bougy & Tamtam along with some of the Egyptian oldies like Foaad El Mohandees, Nelly and Fatouta” (Staff, 2014). These characters were highly associated with the holy month of Ramadan in the 90’s and 80’s. This advertisement used the nostalgia message strategy along with celebrity and dead celebrity endorsement that will further be explained in the source type and characteristics section.

The nostalgia message strategy could fall under the affective message strategy category; the resonance advertising as defined by Clow and Baack (2007) is “any strongly held memory or emotional attachment is a candidate for resonance advertising” (p.202). “Nostalgia ultimately helps people feel better”; although it can trigger happiness, sadness, or loneliness (Staff, 2014). The resonance advertising strives to create a relation or a connection between the advertised product and the customer’s experiences, such as using music from the childhood of the target audience that will take them “back to that time and the experiences they had growing

up” (p. 204). Merchant and Ford (2008) attempted to shed a light on the relation between the audiences’ experience of nostalgia and donations, and the elements that affect this relation. According to Merchant and Ford (2008) nostalgia falls under two categories; “personal or direct nostalgia and vicarious nostalgia” (p. 15).

According to Merchant and Ford (2008) by inducing nostalgia, some charity organizations can emotionally capture their donors, which could ease the development of a long-term charity organization and donor relation. Although, the degree of which the charity organization can induce nostalgia somehow depends on the process of the donor to nostalgia, the emotional significance of previous experiences by the organization, and the organization’s characteristics.

#### **B. Future goals or achievement Message strategy**

Some charity advertisers promote their future goals or previous achievements in their advertisements, where the organization provide information about what they are planning to achieve or what they actually achieved with the donations they collected. These strategies are commonly used by charities in their advertisements in Egypt; such as showing the number of served beneficiaries throughout the year, or the progress of building a hospital. Other charity organizations advertise the target or goal they aim to reach, such as the amount of money they need to collect to complete a hospital construction, or to feed the hungry. These strategies are similar to the rational message strategy defined by Clow and Baack (2007); accordingly the future goals message strategy and the achievement message strategy are considered types of the rational message strategy.

Freriksen (2014) examined a number of charity advertisement messages to identify its factors and their impact on the audience’s trust and deliberateness to donate to a charity organization. Trust plays a significant role in the sector of charitable organizations, explaining

that the less confidence the people have in a certain organization the less they will support it. Accordingly, the charity advertisements should be able to create trust to encourage donors to support and continue supporting the organization (Freriksen, 2014).

“Charities advertisements should contribute in the trust building process to attract new donors” (Freriksen, 2014, p. 10). According to Freriksen (2014) suspicions about a charity organization negatively affects its credibility, showing the organization’s achievements through an advertisement is a way of decreasing suspicions about the future actions of the organizations, and proving that what was shown as their future goals were actually achieved. Although Freriksen (2014) stated that both advertising strategies (achievements and future goals) may decrease the donors’ uncertainty about the allocation of their donations, as both equally give donors an understanding of the past or future spending. Freriksen (2014) explained that although the achievements advertisements can show the actual allocation of the donors’ donations by showing their accomplishment, “however, future goal information does give charities the opportunity to give an accounting of their future actions” (Freriksen, 2014, p. 13). The results of the study showed no significant differences in the participants’ scores to any of the constructs (“trust, message and messenger credibility, perception, and donation intention”), when exposed to either the organization’s achievements or future goals (Freriksen, 2014, p. 4). Accordingly, the use of either future goals or organizations achievements are both equally effective in building trust in the organization.

#### **4. Advertising Appeals and Framing**

When creating an advertisement the advertiser first selects the matching appeal type then selects the executional framework of the advertisement, which is the way the employed appeal is presented. The most frequently employed appeals are “fear, humor, sex, music, rationality, emotions, and scarcity” (Clow & Baack, 2007, p. 205). The appeal can be described

as the most essential and substantial measure of the central strategies used by advertisers to reach diverse target audience groups. It can be referred to as the selected cogent strategy to make the product appealing to the target audience. “It is the specific way in which a commercial relates to certain tastes and/or preferences of a target group” (Buijzen & Valkenburg, 2002, p. 350).

The framing theory can be used in clarifying the definition of each advertising appeal according to the variety of frames in the appeals (Gayatri, 2008). Moreover, framing is the assembling concept that is socially shared and tenacious over a long period, which functions in a symbolic manner to provide a meaningful structure of the globe. The framing theory can be used in the advertising context, as advertising is an exhaustive structure constructed by a number of conceptions and the relationship among them. Meaning that the different types of advertising appeals are the various conceptions that construct the advertisement’s structure. The varied components of advertising appeals retail to the comprehensive notion of the advertisement and its appeal; accordingly generating a frame for the advertisement. For example, an advertisement for an insurance company that uses fear appeal can either frame it negatively (loss frame) by focusing on the negative consequences such as the financial loss as a result of lacking a fire insurance, or positively (gain frame) by focusing on the positive consequence such as the prevention of financial loss as a result of having a fire insurance (Gayatri, 2008).

“Framing study of advertising appeals might help in better understanding of the way in which advertisers frame a particular product/brand message and the consumer’s reaction to the message and its comprehensibility” (Gayatri, 2008, p. 3). Advertisers utilized various advertising appeals as their persuasion strategies or tools to grab the target audience’s attention.

The persuasion strategies utilized by the advertisers to grab the audience's attention are also called the advertising appeal (Gayatri, 2008).

#### **A. Rational and emotional appeals**

There are various types of emotional appeals such as humor, fear, music, sex, and guilt. According to Gayatri (2008), humor appeal employs entertainment to grab the audience's attention and inform them about the brand and product. Sex appeal provides the audience with information through creation of fantasy, while fear appeal focuses on the possible harmful consequences of not using the advertised goods or services.

Rational appeal advertisement is an advertisement that provides traditional information that is sought to be used by the target audience when making a logical and practical decision. Showing the benefits of the product in terms of quality, price, or performance are examples of a rational appeal (Almierajati, 2013). While an emotional appeal advertisement is the one that builds upon the "emotional and experiential side of consumption", by focusing on triggering the target audience's positive feeling about the product (Almierajati, 2013, p. 65). The rational appeal definition resembles the rational message strategy defined by Clow and Baack (2007); and the emotional appeal resembles the emotional message strategy. While message strategies have broad categories (rational, emotional, and conative) in addition to sub categories such as (nostalgia, future goals, achievements, etc.), appeals also have broad categories such as emotional and rational appeals with other subcategories that fall under them such as (music, fear, guilt, etc.).

Buijzen and Valkenburg (2002) used content analysis to identify the different types of appeals used in TV advertisements targeting Dutch teenagers and children. The sample, which included 601 TV advertisements, revealed that the type of appeal differed according to the age

of the target group, and also showed gender stereotypes especially in TV advertisements targeting children.

The study conducted by Huhmann and Brotherton (1997) used content analysis to analyze guilt appeals in magazine advertisements. The sample included 2,769 advertisements from 48 magazine issues. The researchers referred to the importance of negative emotional appeals as a persuading tool that has long been used in advertisements, although the majority of academic research is focused on the “fear” appeal and neglected other negative appeals such as “anger, insecurity, envy, regret, and shame” appeals and especially “guilt” appeals (p.35). According to the study conducted by Huhmann and Brotherton (1997), guilt appeals appearance exceeded the fear appeals appearance with 153 magazine advertisement containing guilt appeals to 131 magazine advertisement containing fear appeals. Although the majority of the academic research was focused on fear appeal, paying little attention to guilt appeal, the prevalence of guilt appeals in their sample was considered an interesting finding for the researchers. 5.8% of their sample included a minimum of one guilt, and of the 153 guilt advertisements that were analyzed the researchers found a total number of 218 guilt appeals with “an average of 1.4 guilt appeals per guilt ad” (p. 40).

Huhmann and Brotherton’s (1997) study showed that the type of the advertised product or sector differed in the use of guilt appeals in their advertisements showing that 21.6% of the coded guilt advertisements were charity advertisements or public service announcements, which was the highest percentage among other sectors. Regarding the type of guilt, anticipatory guilt appeared the most among the whole sample (61.9%), anticipatory (29.4%), while existential (8.7%). The results showed that the “most existential guilt ads were for charities or PSAs, as is consistent with the notion of existential guilt as concern about helping the less fortunate” (Huhmann & Brotherton, 1997, p. 40-41.). On the other hand, the results of Gayatri (2008) showed that PSAs (Public service announcements) were found to use fear appeal the

most. Explaining that there are two sorts of the fear appeal; “physical fear” which refers to the physical results of performing an action or not performing an action, “such as harm to the body or death of self or loved one” (p. 100). “Social fear” which refers to the results of social condemnation as a consequence of performing or not performing a certain behavior or one’s possession of certain characteristics (Gayatri, 2008, p. 100). The results of the study which analyzed “the top ten magazines based in advertising revenues for the year 2007” also showed that 28% of the sampled magazine advertisements use gain frames, while 2 % use loss frames (Gayatri, 2008, p.4).

According to Huhmann and Brotherton (1997) and Gayatri (2008), charity advertisements depend more on emotional appeals, especially negative emotional appeals than rational or positive emotional appeals. Although this cannot be generalized or applied on the local context without empirically investigating the content of the Egyptian charity advertisements to be able to identify the types of appeals that are used in their advertisements.

### **B. Egoistic and Altruistic Appeals**

As explained before the type of services advertised by charity organizations are not as regular products, services, or goods that the customer will benefit from purchasing them, while on the hand other people such as homeless, poor, or sick will receive the benefits of the donor’s purchase or donation. Usually any advertisement of a regular product or service whether using a rational or an emotional message strategy will focus on how the product will benefit the customer or how the experience of using the advertised product will make the customer feel (egoistic or self-benefit appeal), but rare or none will focus on how others will benefit from or feel about the advertised product (altruistic or other-benefit appeal).

Langer (2013) attempted to investigate the effectiveness of altruistic (self-benefit) and egoistic (other-benefit) appeals by studying “the moderating role of whether a gain or a loss-

framed message is applied” in promoting green consumption (p 225). The results of the experimental study conducted by Langer (2013) showed that the participants are more motivated to message processing and are more persuaded by the message when gain frame is combined with other-benefit appeal (altruistic) rather than with self-benefit (egoistic) appeal. On the other hand, they are more motivated when a loss frame is combined with a self-benefit appeal (egoistic) rather than with other-benefit (altruistic) appeal (Langer, 2013).

Chien (2014) analyzed 53 posters that promote donation of organs from 15 countries using category and message framing analysis. 14 of the sampled posters that included gain frames used “altruistic gain-framed messages” such as unselfish commitment, affection, life continuation, vitality, comprehension of contentment, and rebirth emphasizing public prosperity and “charitable behavior” (p. 124-125). The other four posters used “egoistic gain-framed messages” depicting the heroism of the organ donation act, such as the resemblance of the dying donor as superman (Chien, 2014, p. 125). The majority of the analyzed posters that used framed messages depended on the altruism appeal, although the message-framing theory states that when facing choices; a person chooses egoistic behaviors to acquire the most benefits. Although the similarity between an egoistic behavior and decision making behavior for organ donation is unclear (Chien, 2014). Chien (2014) recommended a balance between altruistic and egoistic motives should be acquired for more persuasion.

## **5. Advertising Executional Framework**

According to Clow and Baack (2007) there are several types of executional frameworks. The executional framework is the way in which the advertising appeal is executed. The use of animation in the advertising business has increased significantly due to the growth of graphics programs. According to Clow and Baack (2007) “animation characters can be human, animal, or product personifications” (p. 206). Although previously advertisers resorted



to animation as their last option if they lacked the budget of live advertisement production, nowadays it is of the most popular techniques used. Previously animation advertisements were thought to appeal to children and not to businessmen or businesswomen, but not anymore (Clow & Baack, 2007).

The slice-of-life framework is where the advertisements provide resolutions to the audiences' encountered problems, by showing the problem and the product or service that solve it whether by the actor/actress or the voice-over. There are four elements of this technique; "encounter, problem, interaction, and solution" (Clow & Baack, 2007, p. 206).

The third type is the dramatization framework, which is where a story is being told in a dramatic way, leading suspense and excitement to the peak, and then the solution is provided. It is much harder than the slice-of-life framework, as the challenge is to build a dramatic story to the climax in a 30-60 second advertisement (Clow & Baack, 2007).

The testimonial framework, which shows a client in the advertisement telling his/her positive experience with the product or the service. This type of framework has showed great success in the B2B (business to business) and service providers sector as it increases credibility of the advertised product or the service, as the clients would rather believe others' opinion about the organization than the company's opinion about itself. "A testimonial ad for a service simulates this type of word-of-mouth recommendation" (Clow & Baack, 2007, p. 208). Not all testimonials are actual clients, some are paid actors who resemble the everyday clients. Advertisers rely on the testimonial framework to increase the organization's credibility which cannot be fully accomplished by the use of celebrity endorsers as the audience knows that they are paid to endorse the advertised service or product (Clow & Baack, 2007).

The authoritative framework is fifth type of the executional frameworks in which the advertiser uses an expert or an authority in a certain field to promote the brand to persuade the

audience that the advertised product is better than other products. Authoritative advertisements may include survey or scientific support to increase credibility. “Any scientific, independent, unpaid source makes an advertising claim more powerful” (Clow & Baack, 2007, p. 208). The demonstration framework is where the advertisement demonstrates the use of the advertised product, and the product’s attributes and advantages (Clow & Baack, 2007). The fantasy framework is designed to “to lift the audience beyond the real world to a make-believe experience” (p. 209). According to Clow and Baack (2007) these fantasies can either be “realistic” or “completely irrational” (p. 209), although the more “irrational and illogical ads are”, the more these advertisements are clearly recalled by consumers (Clow & Baack, 2007, p. 209).

Last but not least is the informative framework, which is a straightforward advertisement that presents information to the viewer, although they are usually ignored by the viewer when advertised through TV or print. This type of framework is usually most effective in “high-involvement situations” that requires smart purchasing decisions (Clow & Baack, 2007, 210).

## **6. Source or spokesperson types**

Any TV advertisement must include an audio and a video element, regardless of the message strategy type, or the appeal. To create an advertisement one must create a storyboard and a script before execution. The storyboard shows the executional framework, which explains the video element of the advertisement, how the advertisement will be executed. The script of the advertisement translates or compliments the video or the visual element of the advertisement. Any advertisement either has one or more spokespersons, VO (voice over), or a mix of both.

According to Clow and Baack (2007) there are three types of celebrity endorsements in advertisements who serve as a spokesperson or a source, “unpaid spokespersons, celebrity voice-overs, and dead-person endorsements” (p. 213). Celebrities or public figures such as musicians, actors, and politicians who appear in an advertisement, as a support to the NGO or the cause is the unpaid spokespersons type. This endorsement heightens the credibility and can increase people’s donations or support to the cause (Clow & Baack, 2007). The study conducted by Areerut and Samuel (2014) showed that 12.37% of the respondents wanted to see a public figure or a celebrity in the TV advertisement. “The reason behind the use of celebrity endorsers in advertising is mainly to increase message persuasiveness” (Knott & James, 2004 as cited in Chouhoud, 2015, p. 16). Accordingly, celebrity endorsement is used in advertising to increase reliability, and trust in the organization, and to increase the persuasiveness of the communication message.

Some TV and radio advertisements use celebrities’ endorsement as a voice-over for the advertisement, the audience are usually curious to know who is performing the voice-over (Clow & Baack, 2007). Although this might be an interest grabber for the audience it could also distract them from the message itself. Dead celebrities can also endorse in advertisements, such as when an advertisement is featuring a picture, or an old movie or video of a dead celebrity such as “Bob Marley, Marilyn Monroe, John Wayne, John Lennon, Elvis Presley, and many others have appeared in ads and even become spokespersons for products after dying” (p.213). This is similar to some of the Pepsi Ramadan TV advertisements in Egypt, that featured dead actors like Ahmed Zaki and Foaad El Mohandees.

Advertisers also use the company’s CEO instead of using celebrities as their voice-over or spokesperson, explaining “a highly visible and personable CEO can become a major asset for the firm and its products” (Clow & Baack, 2007, p. 213-214). “Expert sources” from different sectors such as doctors, attorneys, economists, etc. are often used in advertisements

as they “provide backing for testimonials, serve as authoritative figures, demonstrate products, and enhance the credibility of informative advertisements” (Clow & Baack, 2007, p. 214). “Typical-person source” are either regular real people who appear in advertisements, or paid advertising models or actors who reflect or are similar to the regular real people (Clow & Baack, 2007, p. 213-214). The first type is more common in “man-on-the-street” types of commercials, where regular real people are being interviewed in the advertisement, or when a company’s employees are featured in an advertisement (Clow & Baack, 2007, p. 214). According to Areerut and Samuel (2014) the results of their study showed that 51.55% of the respondents wanted to see “reliability and trust of the organization” through seeing real employees working (31.96%) (p. 1369).

Chouhoud (2015) used surveys to measure the effect of the attributes of celebrities endorsed in advertisements on the Egyptian private university students’ attitude and behavioral intentions including donation and product purchase. According to Chouhoud (2015) celebrities “are used in advertisements to endorse everything from products to political figures to charities” (p. 16). Charity and non-charity advertisers are willing to do anything to make an effective advertisement that leads to the desired outcome of product purchasing or donating, thus the use of celebrities in advertisements is to encourage the desired behavior.

## **7. Source or spokesperson characteristics**

The success of a commercial that uses a source is dependent on the source’s characteristics, as one should have one or more of the following characteristics (Clow & Baack 2007; Chouhoud, 2015). Credibility of a source makes him or her believable affecting the audience’s reception of the source and the message. Credibility is obtained from the combination of “attractiveness, likability, trustworthiness, and expertise”, and a credible source

should have high scores on different characteristics (Clow & Baack, 2007, p. 215; Chouhoud, 2015 p. 17-21).

There are two types of attractiveness; physical and personality. Similarity is a concept that is closely associated with the attractiveness, where the audience is more predisposed to be affected by a source that is similar to him/her. For example, a “stay at home” mom is more likely to be influenced by an advertisement that starts out with a woman saying, “since I made the decision to stop working and care for my family full-time” (Clow & Baack, 2007, p. 215). Attractiveness and similarity leads to the creation of identification, where the audience identifies himself/herself with the source. There is a high relation between likability and trustworthiness of source, usually the person that is liked is trusted, and the person that is not liked is not trusted. Some sources can be likable because of their success in a movie character, they belong to the audience’s favorite sports team, or due to their support to the audience’s favorite NGO. The fourth and last characteristic of a source is “expertise” as the higher the level of expertise the more believable the source is (Clow & Baack, 2007).

“Advertisers must realize that what may seem effective in the West, could prove to have very different results in other regions like the Middle East. Thus, they must tailor celebrity-advertising efforts to Middle Eastern tastes, in this case the Egyptian consumer.” (Chouhoud, 2015, p. 30). The results of the study conducted by Chouhoud (2015) showed an impact of the celebrity attributes on the audiences’ attitude towards the advertisement with credibility being the highest, followed by congruency, and then attractiveness. Although, attractiveness in the context of charity advertisements was shown to be of insignificant in terms of its impact on the attitude toward the advertisements (Chouhoud, 2015).

Using celebrity endorsement in TV advertisements speeds up the awareness process “according to the Dean of the Faculty of Mass Communication at Cairo University Sami Abdel-

Aziz” (Wahish, 2015, para. 5). Although the use of celebrity endorsement doesn’t guarantee an effect on the audience’s behavior. While on the other hand, the chairman of Tarek Nour Holding believes that celebrity endorsement makes the audience like the trademark, which is considered a valuable accomplishment (Wahish, 2015). Chouhoud (2015) added that the results showed a weak impact of the attitude towards the advertisement on the desired outcome whether product purchase or donations. Explaining that the use of celebrities in encouraging behavior is not as effective. Moreover, the religious nature of the Egyptians may suggest the use of religious figures endorsement for charity advertisements rather than celebrities (Chouhoud, 2015).

### **8. Images in advertisements: Positive or negative**

The images of people used in charity advertisements vary from “public figures to scenes showing starvation, war, disabled individuals, and so on” (Burt & Strongman, 2004, p. 572). Burt and Strongman (2004) conducted four experiments, two of them were conducted to examine the emotional impact of the used images, while the other two altered emotional magnitude caused by images within requests for donations. The authors summarized their results in three points: using children images by charity organizations triggers emotional reactions, using children images that induce negative feeling are more effective in generating more prospective donations than images that induce positive feelings, and the more the children images induce negative feelings the more respondents potentially would donate (Burt & Strongman, 2004). Despite the usefulness of using emotion-arousing pictures, a balance with ethics must be considered. Due to the obvious need for charities to collect donations for several causes, nevertheless the individuals’ right to have dignity shall be protected. Burt and Strongman (2004) suggest that advertisers should “use actors to generate appropriate images and have clearly stated debriefing procedures” to resolve the balance dilemma (p. 579).

According to Chang and Lee (2009) “there is a flip side”, a message with a positive frame and a congruent positive “vivid picture” (image) could be effective, as this congruency can ease processing of information. Explaining that the effect of framing is enhanced by “image valence” when there is congruency between the image and the framed communication, particularly when both are negatively presented (Chang & Lee, 2009, 2918). A negatively framed donation message along with a negative intense image will increase the message congruency and thus the effect of the advertisement due to “negativity bias” (Chang & Lee, 2009, p. 2917).

The research conducted by Chang and Lee (2008) aimed at demonstrating that the use of frames in a communication message might be in-equivalently convincing in all circumstances, and could be indifferent by two communication structure characteristics: “vividness valence and number size framing” (p. 652). The first study used a 2X2X2 factorial design, where the researchers moderated the roles of “vividness valence: positive photograph vs. negative photograph” and “statistical framing: small number size vs. large number size” and the “message framing: positive vs. negative” in a total of 8 advertisement versions (p. 652). The second study used different manipulation to test the strengths of number size framing and vividness valence through a factorial 2X3X2 study. The researchers moderated the role of “vividness valence: positive story vs. negative story vs. neutral statement” and “statistical framing: larger size of numerator vs. small size of numerator” and “message framing: positive vs. negative” (p. 652).

The results showed “that the sum of advertising effectiveness depends on complicated interrelationships among message framing, vividness valence, and number size framing” (Chang & Lee, 2008, p. 652). The results also showed that a negative photograph strengthens the persuasion effect of a negatively framed messages, which according to the researchers is a similar finding of previous researches; “negative images increase the persuasive appeals in

promoting donations for animal shelters” (Pratkanis & Aronson, 1992 as cited in Chang & Lee, 2008, p. 652), “and world hunger” (Thornton et al., 1991 as cited in Chang & Lee, 2008, p. 652). The results concerning the vividness balance moderator showed that the correspondence or congruence between the frame and the vividness valence “could be an important contingency variable in the framing-vividness relationship”, suggesting that charity advertisers should consider vividness valence in their advertisements (p. 652). Chang and Lee (2008) pinpointed that although the correspondence between the presentation format of vividness valence (photographic) and the message frame increase the message framing effect, it was shown that this is especially true “when both are presented negatively” (para. 1). Regarding the other presentation format of vividness valence (story portrayal), “a vivid story could elicit higher advertising persuasion in a framed message” a finding that corresponds with previous research findings (Chang & Lee, 2008, p. 652).

## **9. Statistical or anecdotal evidence**

“In any type of charitable giving, donors like to make sure their money is used efficiently” (Kotb, 2010, para. 6). “Charitable organizations strongly depend on the public’s trust, as giving is a matter of trust. Donors can only trust that the charitable organization spends the money in a sensible way” (Freriksen, 2014, p. 13).

Statistical evidence provides charity organizations the opportunity to clearly “communicate their operations and the allocation of funds in an objective and fact related way” (Freriksen, 2014, p. 15). On the other hand, the anecdotal evidence is a subjective story of an individual or one case, with biased information making it more prone for debates about its accuracy. The anecdotal evidence provides the donors less information about the allocation of their donations, while statistical evidence includes more information about more individuals or



cases, providing the donors with information about the cause and the allocation of their donations (Freriksen, 2014).

The results of the survey showed that in reference to the use of anecdotal versus statistical evidence support, the scores were significantly higher regarding the participants' trust in the organization when exposed to anecdotal evidence, although there were no significant differences for the other constructs (message and messenger credibility, message perception, and donation intention) in reference to the type of evidence support (Freriksen, 2014). The higher scores from participants exposed to anecdotal evidence comparing to those exposed to statistical evident could be that "the anecdotal stories could have evoked more emotion through identification with the story character" (Freriksen, 2014, p.33). The participants who were exposed to the story of the little girl suffering leukemia who wished to play on the beach; might have visualized being this little girl a thing that lead to the participants' experience of empathy and emotions for her. Adding that presently many people are somehow related to someone who has cancer, which might be the other reason for the arousal of the affective response by the participants who were exposed to the anecdotal evidence as a results of "identification with the story character", explaining that the more the cause is relevant to the audience the more the audience finds the story more personal (Freriksen, 2014, p. 33). Moreover, prospect donors are more likely to feel sympathy and donate more to victims who seem similar to them as the recognized social distance seems to decline; which is referred to as "the in-group effect" (Sudhir, Roy, & Cherian, 2016, p. 2).

"Affective reactions can contribute in the trust building process. As a consequence, the anecdotal evidence in this study might have induced more affective reactions and, in turn contributed to a higher perceived trustworthiness of the cause" (Freriksen, 2014, p. 34).

## **10. Identified vs. unidentified victim**

“The death of one Russian soldier is a tragedy; the death of millions is a statistic” (Joseph Stalin as cited in Sudhir, Roy, & Cherian, 2016, p.8). “If I look at the mass I will never act, if I look at the one I will” (Mother Teresa as cited in Sudhir, Roy, & Cherian, 2016, p.8). Sympathy is the specific passionate reaction elicited by other people’s adversity. “Laboratory experiments consistently show that evoking sympathy leads to prosocial behavior and charitable giving” (e.g., Bagozzi & Moore, 1994; Batson et al., 1997; Coke, Batson, & McDavis, 1978 as cited in Sudhir, Roy, & Cherian, 2016, p. 2). Accordingly, “sympathy biases” which is an effect of framing according to previous researches, can cause relatively substantial sympathy to the victims’ true needs which the authors believed should be reflected in more donations (Sudhir, Roy, & Cherian, 2016, p. 2).

“With anecdotal evidence, the affective mode is dominant, as the victim is specific, vivid and personal” (Freriksen, 2014, p. 33). Schelling (1968) first proposed and demonstrated that an identified victim evokes greater emotion and donations than a statistical victim (as cited in Sudhir, Roy, & Cherian, 2016). Identifying the victim increases people’s compassion and generosity, although “they give relatively little to so-called statistical victims, facing enormous needs” (Sudhir, Roy, & Cherian, 2016, p. 9).

Small (2011) stated that declining the recognized “social distance from the victim” can increase sympathy (as cited in Sudhir, Roy, & Cherian, 2016, p. 2). This distance can be declined by identifying a certain victim to the prospective donor, or by “the in-group effect” where the victim shares the same in-crowd as the prospective donor.

The results showed significant evidential support to “the identified victim effect”, explaining that identifying an individual victim is anticipated to result in more than double the number of donors and donations comparing to a group of four unidentified victims (Sudhir,

Roy, & Cherian, 2016, p. 31). Correspondingly, the result of the study conducted by Chang and Lee (2008) showed similar results; where the identification of the victims in the communicated story may elicit a stronger response than a neutral one.

“When the identified victim is from an in-group (Hindu majority in India), the treatment generates substantially more donors and donations than when the identified victim is from an out-group (Christian minority)”; an in-group identified victim resulted in around 50% increase in donation rates, and twice the donation amounts (Sudhir, Roy, & Cherian, 2016, p. 31). Moreover, “Even an identified out-group victim does better relative to unidentified group of victims” (p. 31).

## **V. Research questions**

**RQ1:** How do Egyptian charity advertisements utilize: message framing; image valence/vividness; temporal framing; donations reframing; victim message strategy; source types; appeal types and execution framework?

**RQ2:** Do advertisements congruently or incongruently use message framing; image valence/vividness; and advertisement appeal characteristic?

**RQ3:** What target groups do charity advertisers appeal to? And which types of advertising appeals are used to approach different target groups?

**RQ4:** How do answers to RQs 1, 2 and 3 enhance our understanding of the charity organizations’ advertising landscape in Egypt?

## **VI. Methodology**

Content analysis is a quantitative research method that aims at “an accurate representation of a body of messages” (Wimmer & Dominick, 2014, p.160). This paper aimed to analyze the framing techniques in TV charity advertisements in Egypt from September, 5<sup>th</sup> 2011 till November, 30<sup>th</sup> 2016 using content analysis. This paper examined TV charity advertisements of the most popular six charity organizations in Egypt. Due to the lack of access to TV channels archives, the researcher used the advertisements posted on the official YouTube channels of the selected organizations. The time frame was purposefully selected according to the oldest aired charity advertisement on all six YouTube channels, and the newest advertisement that was aired before December, 1<sup>st</sup> 2016.

### **Content Analysis**

Content analysis is a frequently used research method in mass media research because it is an effective approach to examine media content, “such as the number and types of commercials or advertisements in broadcasting or the print media” (Wimmer & Dominick, 2014, p. 159). According to the authors; content analysis can be used to describe communication content, test hypothesis of communication attributes, compare media content to reality, assess images of certain groups, framing analysis, and establish a beginning point for media effect studies (Wimmer & Dominick, 2014). Accordingly, this paper utilized content analysis to describe the content of the charity advertising in Egypt, to establish a start point for further researches to investigate the effect of charity advertising in Egypt, and to describe the used frames, appeals, and strategies in these advertisements.

#### **1. The Universe:**

Defining the universe is to identify the limits of the content to be analyzed through operationalization of the population (Wimmer & Dominick, 2014). This study aimed to analyze the advertisements’ content of the most recognized charity organizations in Egypt; 57375

Children's Cancer Hospital Foundation, Resala Organization, Egyptian Food Bank, Misr El-Kheir Foundation, Dar Al-Orman, and Magdi Yacoub Foundation. The first five organizations were listed among other organizations in the IDSC (Information & Decision support center) report (Ramadan, Ali, & Abdel-Wahed, 2010). Al-Se'edy (2016) referred to 57375 Children's cancer hospital foundation, Resala, Dar Al-Orman, Magdi Yacoub Foundation and Misr El-Kheir Foundation as the biggest charity organizations. Also Mohamed and Wageeh (2016) referred to seven charity organizations among 22,000 active charity organizations who receive 80% of the total donations in Egypt, mentioning 57375 Children's cancer hospital foundation, Resala Organization, Egyptian Food Bank, Misr El-Kheir Foundation and Dar Al-Orman Organization as the leaders. Last but not least these organizations advertise through TV according to the previously mentioned articles and other articles (see also Kotb, 2010, Wahish, 2010, and Hassan, 2013). Accordingly, this study focused on the biggest 6 charity organizations in Egypt that advertise through Television.

## **2. Sampling**

The sample was selected using a non-probability sampling technique which “does not follow the guidelines of mathematical probability”, and each unit of analysis does not have an equal chance of being selected (Wimmer, & Dominick, 2014, p. 91). Specifically, this study used a purposive sample, where the sample is selected for meeting certain criteria and others that don't were excluded (Wimmer & Dominick, 2014). A purposive sample “is not representative of the general population” (p. 96). “The logic and power of purposeful sampling lies in selecting *in formation-rich cases* for study in depth” (Patton, 1990, p. 169).

This study employed a “combination or mixed purposeful sampling” (Patton, 1990, p. 183; Suri, 2011, p. 72) as this method allows for the selection of best possible sample (“Purposeful Sampling | Information Research and Analysis (IRA) Lab”, n.d). The mixed

purposeful sampling is the use of one or more sampling approaches to “select evidence that adequately addresses” the purpose (Suri, 2011, p. 72).

Accordingly, this study employed a criterion purposeful sampling and then a purposeful random sampling. A criterion sampling is where a predetermined criterion of significance is set before sample selection (Patton, 1990), where the researcher filtered the population by excluding the units that did not match the criteria, and then randomly selected the sample to avoid selection bias. The criteria included:

1. Advertisements that only include still pictures and/or photo clips will not be included
2. The advertisement must include a call for action to donate, volunteer, or support whether verbal, visual, or both. An advertisement with a call center number but without a verbal call for action will not be included.
3. Songs without a VO at the end and/or a visual donation method will not be included.
4. Advertisements for sister NGO's that promote the donation methods of the sister NGO only will not be included
5. Advertisements targeting Egyptians abroad will not be included
6. Only advertisements in Arabic language will be included regardless of having Arabic subtitles.
7. The length of the advertisement varies from 10 seconds to a maximum of 120 seconds and advertisements that are greater or less than this duration will not be included. This length is specified to exclude any uploaded videos that are not advertisements. The maximum length of a typical advertisement is 60 seconds, but this is not particularly true in Egypt, as some advertisements exceed this length.

Throughout the initial screening of the uploaded videos there was no advertisement that exceeded 120 seconds.

Subsequently, purposeful random sample was applied to randomly select the final units of analysis. This process included a systemization and randomization of the sample. “The purpose of a small random sample is credibility, not representativeness. A small, purposeful random sample aims to reduce suspicion about why certain cases were selected for study, but such a sample still does not permit statistical generalizations” (Patton, 1990, p. 180). The researcher used (<https://www.randomizer.org>) to randomly select the sample to be analyzed to avoid bias in the sample selection. The website uses computer algorithm to generate numbers randomly. Research Randomizer website uses the “pseudo-random number generator” approach (“How does research randomizer generate its numbers”, Para. 1). According to Haahr (n.d.) there are two methods to generate numbers randomly using a computer “pseudo-random number generators (PRNGs) and true random number generators (TRNGs)” (Para. 3). “PRNGs are algorithms that use mathematical formulae or simply pre-calculated tables to produce sequences of numbers that appear random” (Haahr, n.d., Para. 4).

#### **A. Content source:**

For the purpose of this study and the lack of access to TV archive in Egypt; the researcher used the official YouTube channels of the charity organizations as the content source. YouTube channels were introduced in 2007, these channels are pages that organizations can upload their videos on, share them, and allow users to have a subscription to and receive notifications of new uploads (VanderKnyff, Friedman, & Tanner, 2015). The official YouTube channel was identified through its link on the charity organization’s website or Facebook official page. The Facebook official page is the Facebook page that holds the name of the organization and that is verified by Facebook.

## **B. Study time frame:**

The time frame of the study was from September, 5<sup>th</sup> 2011 till November, 30<sup>th</sup> 2016. The study focused on investigating charity advertisements uploaded from September, 5<sup>th</sup> 2011 which is the oldest airing date of a charity advertisement on all six YouTube channels and was aired by Egyptian Food Bank. The study only included charity advertisements aired on all six YouTube channels until November, 30<sup>th</sup> 2016 due the nature of YouTube that allows publishers to publish new videos every day, the study had to have an end date and thus due to time constraints the study did not include any aired advertisements after the given date. The newest advertisement was aired by 57357 Children's Cancer Hospital (CCHF).

### **3. Unit of analysis**

The unit of analysis is “the smallest element of a content analysis but also one of the most important” (Wimmer & Dominick, 2014, p. 167). The unit of analysis in TV analysis “can be characters, acts, or entire programs or films” (Wimmer & Dominick, 2014, p. 167). This study used charity advertisements as its unit of analysis; accordingly the list collected from the official YouTube channels of the charity organizations in Egypt excluded any uploaded material that is not an advertisement.

## **A. Procedure:**

The researcher compiled a list of all aired videos on the official YouTube channels of the organization within the study time frame with a total of 983 videos. CCHF aired a total of 478 videos, MEK 229 videos, EFB 133 videos, Resala 68 videos, MYF 48 videos, and Dar Al-Orman 26 videos.

A total number of 406 videos were excluded. The researcher excluded the videos that exceeded 120 seconds length, then screened the remaining advertisements and excluded the videos that did not fit the criteria. 130 videos were excluded as their length exceeded 120 seconds, and 276 videos were further excluded for not matching the criteria.



These videos either included still pictures with music or VO, photo clips, documentaries, other products advertisements that were misplaced such as Kia advertisement on Misr El-Kheir Foundation's channel. Advertisements for other sister organizations such as Esmaouna and AFNCI on CCHF's channels, foreign language advertisements, advertisements for sister organizations targeting Egyptians abroad that were aired by CCHF. CSR (corporate social responsibility) advertisements such as Careem collaboration with EFB and Kapci's collaboration with CCHF among others, job advertisements, and songs that did not include donation methods or a VO at the end of the advertisement. Other videos included TV programs and interviews. Any advertisement that included a verbal call for action (donate, visit, support, volunteer, etc.) in addition to the call center, or donation methods were included, advertisements that lacked the verbal call for action or the donation methods were excluded even if the call center appeared in the advertisement. The researcher also excluded any duplicated videos, the older version or the version that lacked a donation method was excluded and the newer or the one that included a donation method was included in the final list.

After excluding the irrelevant videos, the final list yielded a total number of 577 videos. CCHF = 290, MEK = 96, EFB = 72, Resala = 49, MYF = 45, and Al-Orman = 25.

#### **B. Sample size:**

Having screened the aggregate charity advertisements' population, the researcher concluded that a sample size of half the total advertisements of each organization would provide an adequate understanding of each organization's advertisements thus rendering it a representative sample for this study's purpose. Accordingly, 50% of each organization's advertisements was randomly selected for analysis to yield a total sample size of 290 advertisement divided as follows: CCHF = 145, MEK = 48, EFB = 36, Resala = 25, MYF = 23, and Al-Orman = 13. The sample calculation for Resala, Al-Orman, and MYF yielded to a fractionate number; accordingly it was rounded to the nearest larger integer.

The researcher analyzed a total of 288 advertisements aired by six of the top charity organizations in Egypt. During the coding phase the researcher found some irrelevant units of analysis, ones that did not match the sample criteria. Accordingly, the researcher excluded the sample and the irrelevant units from the whole population, and then randomly selected the new units of analysis using (<https://www.randomizer.org>), to avoid bias in the sample selection and added the selected new units to the final sample list.

Two advertisements were randomly selected to substitute three irrelevant advertisements from MEK's sample, one advertisement substituted one irrelevant advertisement from CCHF's sample, and two advertisements substituted four irrelevant advertisements from EFB's sample.

The final sample (N=288) included 145 CCHF advertisements (50.3%), 48 MEK advertisements (16.7%), 34 EFB advertisements (11.8%), 25 Resala advertisements (8.7%), 23 MYF advertisements (8%), and 13 Al-Orman advertisements (4.5%). The researcher used SPSS software for the statistical analysis.

#### **4. The Independent and Dependent Variables**

**A. Independent Variables:** In this study the Independent variables are the advertisers (charity organizations): 57375 Children's Cancer Hospital Foundation, Egyptian Food Bank, Misr El-Kheir Foundation, Resala Organization, Dar Al-Orman Organization, and Magdi Yacoub Foundation.

**B. Dependent Variables:** In this study the dependent variables are: Message Framing, Image Valence/vividness, Temporal framing, Donation reframing, Victim message strategy, Source Type, Appeal type, Execution framework, and Target groups

**C. Measurement:** The dependent variables are all measured on the nominal level due to the equivalence, exhaustiveness and mutual exclusiveness of their attributes characteristics, where no advertisement would be superior to the other by including

or excluding certain characteristics (Wimmer & Dominick, 2014).

5. **Content Categories:** The content category system is constructed to classify the media content (Wimmer & Dominick, 2014). According to Wimmer and Dominick (2014) T there are two approaches in constructing content categories; “emergent coding” (p. 168) and “a priori coding” (p. 169). This study used a priori coding system in constructing the content categories. A priori coding system denotes to the establishment of the categories before collecting the data, where the categories are established “based on some theoretical or conceptual rationale” (Wimmer & Dominick, 2014, p. 169).

6. **Operational Definitions:**

1. **Charity Advertisement:** A charity advertisement is any material uploaded on the official YouTube channel of the six charity organizations that is promoting the advertiser’s brand name, donation channels, and/or services in an audio-video format. The charity advertisement’s length varies from 10 seconds to 120 seconds only. It includes a clear call for donation whether verbally such as “donate now”, “waiting for your donations”, “your donation has helped us in...”, etc. or visually such as including the donation channel/s on the screen during the advertisement or at the end of the advertisement.
2. **Message framing:** It is how the advertisement presents the consequences of the desired action, whether the desired action is to donate (support) or volunteer. The message can either be framed positively (gain frame), negatively (loss frame), mixed (gain and loss frame), or doesn’t include a frame at all.
  - a. **Gain Frame:** An advertisement that emphasizes on the positive consequences of donating or volunteering. Examples of gain framed advertisements: “with your donations we will be able to serve more people”; “with your help many children will have a bed at the hospital”, “your support will help us build the

hospital”, “you will save a child’s life with your support”, “you will save people from hunger with your donations” etc.

**b. Loss Frame:** An advertisement that emphasizes on the negative consequences of not donating or volunteering. Examples of Loss framed advertisements: “without your donations we will not be able to serve more people”; “without your help many children will not have a bed at the hospital”, “without your support we will not be able to build the hospital”, “a child might die if you don’t support”, “people will die of hunger if you don’t donate” etc.

**c. Mixed frame:** An advertisement that emphasizes on both consequences; the positive consequences of donating or volunteering (gain frame) and on the negative consequences of not donating or volunteering (loss frame). Examples of mixed framed advertisements: “without your donations we will not be able to serve more people... donate now and help use serve more people”, “with your help there will be enough beds for all children in the hospital... without your support children will not find a bed in the hospital”, “children die if we don’t help them... with your support we will save children’s’ lives”, “with your support we can feed many people... without your support people will die from hunger”, etc.

**3. Image vividness/valence:** It is how the advertisement narrates a story, shows a story, or both. The image or the story can either be positive, negative, neutral, or mixed.

**a. Negative image/story:** An advertisement that narrates a negative story about the suffering and sadness of homeless people, sick children, places that are not suitable for humans to live in, etc. The advertisement that portrays negative images which reflect a miserable story, that show sadness, suffering, frustration,

etc. Stories or images that show or tell a story of how a person or people are suffering, or are in need for help. Examples of negative image/story: story of people suffering from hunger or unable to have food, people who are trying to have a job to support himself/herself or a family, a sick person, homeless, eating from garbage, a working child, etc.

- b. Positive image/story:** An advertisement that narrates a positive story about the transformation of suffering and sadness of homeless people, sick children, places that are not suitable for humans to live in, etc. into a better ending. The advertisement that portrays positive images which reflect a positive story, happiness, success, hope, etc. Stories or images that show or tell a story of how a person or people who were suffering, or are in need for help are becoming better. Examples of positive image/story: success stories of delivering food, having a job, getting cured, released from jail, reunited with family, having a home, etc.
- c. Mixed image/story:** An advertisement that shows both negative and positive images and stories, such as before and after advertisements, and comparison advertisements. Advertisements that tell a story that is incongruent with the image, such as narrating a story of a healthy child while the visual shows a sick child; a narration of poor people while the visual shows the life style of rich people, etc. Advertisements that show the progress in a before and after format, a sick child who is now better, an unemployed poor man who is now employed, etc.
- d. Neutral image/story:** An advertisement that doesn't show a negative or a positive image or narrates a negative or a positive story. Informational advertisements that only explains what the organization does. An advertisement

that explains how to donate or volunteer without telling a positive or a negative story about the beneficiary or showing the beneficiary. Advertisements that explain why you should donate to this organization using logical, religious, or any type of support that does not narrate a story or portrays an image in a negative or a positive way.

**4. Temporal frame:** “Temporal framing is a common format of statistical presentation” (Chang & Lee, 2009, p. 2915).

**a. Short temporal frame/small numerator:** An advertisement that uses either a small statistical number, a short time range or both. Examples of a short time range “about 1,250 children die each *hour* due to poverty” (Chang & Lee, 2009, p. 2915). Short time range includes every second, every minute, every day, and every week. Example of a small statistical number “one in four of the world's children are stunted” (UN World Food Programme, 2015). Small statistical numbers include also percentages that are 10% or less, and numbers that are in four figures or less.

**b. Long temporal frame:** An advertisement that uses either a large statistical number, a long time range or both. Examples of a Long time range “about 11 million children die each *year*” (Chang & Lee, 2009, p. 2915). Long time range includes every year, and every month. Example of a large statistical number “some 795 million people in the world do not have enough food to lead a healthy active life” (UN World Food Programme, 2015). large statistical numbers include also percentages that are more than 10% and numbers that are more than four figures.

**5. Donation reframing:** “Temporal reframing of donations” is a marketing technique where the charity organizations break down the accumulated yearly donation into

less amounts to be given monthly or daily to make it appear more affordable (Sudhir, Roy, & Cherian, 2016, p. 2).

- a. **Daily donation reframing:** An advertisement that calls for a daily donation or small amount donation such as “1 LE”, “1 SMS”, “Everyday”, “daily”, etc. or inclines the meaning of the previously mentioned terms in the context of the desired action. Numbers that are in one figure are considered daily donation reframing.
- b. **Monthly donation reframing:** An advertisement that calls for a monthly donation or the cost of the service per month; such as “monthly”, “Every month”, “the cost of X is X LE/month”, etc., or inclines the meaning of the previously mentioned terms in the context of the desired action. Numbers that are in two figures and three figures are considered monthly donation reframing.
- c. **Yearly donation reframing:** An advertisement that calls for a yearly donation such as “Zakat Al Mal”, or that mentions or inclines the meaning of the following terms: “Yearly”, “the cost of X is X LE/year”, etc. in the context of the desired action. Numbers that are in four figures and more are considered yearly donation reframing.

**6. The advertisement type:**

- a. **Narrated Advertisement:** An advertisement that is narrated by someone who is not visible.
- b. **Role playing advertisement:** An advertisement where the characters depicted in the advertisement acts and speaks without a narration.
- c. **Story telling advertisement:** An advertisement where there is a visible story teller. The story teller is not involved in the story, he/she speaks and other characters are depicted or other scenes are shown.

- d. **Jingle advertisement:** A song/jingle advertisement that shows scenes, characters, or the singers themselves.

**7. The story of the advertisement:**

- a. **One victim story:** An advertisement that shows or tells the story of a specific victim (identified or not identified). An advertisement where one victim is telling his/her, or a narrator or a story teller is telling the victim's story, even if other victims were depicted (unidentified).
- b. **One category victim story:** An advertisement that shows or tells the story of a specific victim category (i.e. children cancer patients, poor women, etc.). The advertisement might show several victims or tells the story of the specific victim category (i.e. imprisoned women).
- c. **It explains how to donate:** An advertisement that explains how to donate or only calls for donation (i.e. an advertisement that asks donors to donate through SMS).
- d. **It is a jingle advertisement:** A song/jingle advertisement that shows scenes, characters, or the singers themselves.
- e. **It explains a specific program/service:** An advertisement that explains a certain program without focusing on the beneficiary.
- f. **It is about the organization:** An advertisement that explains the services of the organization, the role of the organization, the operations of the organization, etc. An advertisement that doesn't refer to a certain program, or focus on the beneficiary, but focuses on the organization.
- g. **It is about the story of one donor/visitor/volunteer:** An advertisement where one donor/volunteer/visitor states his/her opinion or experience with the organization.



- h. **It is about the story of more than one donor/visitor/volunteer:** An advertisement where more than one donor/volunteer/visitor state their opinion or experience with the organization.
- 8. **Victim identification:** The victim is the beneficiary or the group of beneficiaries of an organization.
  - a. **Identified Victim/s:** An advertisement that identifies the victim/s' name verbally or visually or both. Such as an advertisement that shows a poor mother who either self identifies herself (verbally), is identified by the VO (verbal), or identified visually with her name appearing on the screen. An advertisement with a group of sick children, and one/all is/are identified visually, verbally, or both. An identified victim means that the victim has a "name" and a "face" (Sudhir, Roy, & Cherian, 2016, p. 10).
  - b. **Unidentified Victim/s:** An advertisement that doesn't identify the victim/s' name whether verbally or visually. Such as an advertisement that shows a poor person, a sick person, or a group of people without identifying their names.
- 9. **Advertisement Framework:** The executional framework is the way in which the advertising appeal is executed (Clow & Baack, 2007). Any advertisement that bares more than one type of framework should be coded under the prevailing category. For example: a dramatization advertisement with some graphic scene, would be coded under dramatization. An animated advertisement that have other non-animated or graphic scenes would still be coded under animation.
  - a. **Animation:** Animation advertisement are advertisements that use animation characters or the context of the advertisement is animated (not a real context). "Animation characters can be human, animal, or product personifications" (p.

206). Animation advertisements are those that include real people or characters in an animated or a graphics context or an animated character in a real context.

- b. Slice of Life:** The slice-of-life framework is where the advertisements provide resolutions to the audiences' encountered problems, by showing the problem and the product or service that solve it whether by the actor/actress or the voice-over. There are four elements of this technique; "encounter, problem, interaction, and solution" (Clow & Baack, 2007, p. 206). In the context of this study a slice of life advertisement is the one that shows the problem or the need (i.e. the need for blankets in winter), and the solution (i.e. provide the poor with blankets). Advertisements that show real people receiving the service of the organization that solves their problem.
- c. Testimonial:** An advertisement that shows a client in the advertisement telling about his/her positive experience with the product or the service (Clow & Baack, 2007). In the context of this study a testimonial includes donors, volunteers, visitors, or beneficiaries expressing their positive experience with the organization. An advertisement where the beneficiary explains his/her problem and how the organization helps him/her or requests help from the audience. According to Clow and Baack (2007), celebrities or public figures' opinion is not as credible as real clients because the audience knows they are paid to endorse the product. On the other hand, celebrities and public figures' endorsement in charity advertisements is unpaid; accordingly celebrities or public figures expressing their opinion about the organization will also be coded as testimonial.
- d. Fantasy:** The fantasy framework is designed to "to lift the audience beyond the real world to a make-believe experience" (Clow & Baack, 2007, p. 209).

According to Clow and Baack (2007) these fantasies can either be “realistic” or “completely irrational” (p. 209). Fantasies in the context of this study refers to any unreal, irrational, or illogical depictions, such as a flying person, people wearing costumes (i.e. Ersem Alb Campaign by Magdy Yacoub Foundation), or any other depictions that are not reflecting a real situation.

- e. **Informative:** A straightforward advertisement that presents information to the viewer (Clow & Baack, 2007). An advertisement that states information about the organization, or the cause. An advertisement that uses logical and rational support to convince the audience of supporting.
  - f. **Dramatization:** An advertisement where a story is being told in a dramatic way, leading suspense and excitement to the peak, and then the solution is provided (Clow & Baack, 2007).
  - g. **Authoritative:** An advertisement that shows an expert or an authority in a certain field to promote the brand to persuade the audience that the advertised product is better than others (Clow & Baack, 2007). In the context of this study an authoritative advertisement is the one that shows physicians/doctors, businessmen/women, or professionals in the specialty of the organization.
  - h. **Demonstration:** An advertisement that demonstrates the use of the advertised product, and the product’s attributes and advantages (Clow & Baack, 2007).
- 10. Advertising Message strategy:** “The primary tactic or approach used to deliver the message theme” (Clow & Baack, 2007, p. 198). In the context of this study it is the dominant message strategy.
- a. **Cognitive Message Strategy:** An advertisement that relies on rational information or arguments. It focuses on the “product’s attributes or the benefits” (Clow & Baack, 2007, p. 199). In the context of this study it will focus on the

benefits or attributes of the organization or the service it provides. For example; an organization advertisement that provides information on the progress of its projects, on its success, or that uses any rational or logical information in delivering the message.

- b. Affective Message Strategy:** An advertisement that invokes “feelings or emotions and match those feelings with the good, service, or company” (Clow & Baack, 2007, p. 202). An affective message strategy focuses on the emotional attributes of the organization or its services through stressing on certain emotions such as: love, joy, happiness, guilt, fear, etc. An advertisement that links certain feelings with the organization or its services.
- c. Conative Message Strategy:** An advertisement that directly intends for a certain action from the audience, like call a number to purchase the advertised product, or encouraging the audience to quickly purchase the product before it is out of stock or because the offer is time-limited (Clow & Baack, 2007, p. 204). Donation channels, call for donations and volunteering is not a conative message strategy. The urgency of performing the requested action is the key to identify a conative message strategy, such as: “call now... limited places”, “offer valid till end of December”, etc. An advertisement that mainly promotes the way to donate (i.e. send SMS to donate) is a conative message strategy, unless the donation request is the main strategy of the advertisement it is not considered a conative message strategy.

**11. Type of message strategy:** In the context of this study it is the dominant message strategy type.

- a. Resonance Message strategy:** It is an affective message strategy where an advertisement attempts to link the advertised service, product, or organization

with previous experiences of the audience to create a strong bond between the audience and the advertised product, like using a music that reminds the audience of his/her childhood (Clow & Baack, 2007). The nostalgia message strategy as defined by Merchant and Ford (2008) can fall under the resonance advertising category. “Any strongly held memory or emotional attachment is a candidate for resonance advertising” (Clow & Baack, 2007, p.202). Nostalgia advertisements can trigger happiness, sadness, or loneliness (Staff, 2014). Advertisements that use old songs, dead characters, old characters, or old products that link the advertised service with old memories fall under this category, such as Pepsi Ramadan advertisements that used old Ramadan characters, or their other advertisements that used dead celebrities.

- b. Emotional Message strategy:** It is an affective message strategy where an advertisement attempts to induce strong emotions that at the end “lead to product recall and choice” (Clow & Baack, 2007, p.203). Emotions such as “trust, reliability, friendship, happiness, security, glamour, luxury, serenity, pleasure, romance, and passion” (Clow & Baack, 2007, p.203).
- c. Goal oriented Message strategy:** It is a cognitive message strategy where an advertisement shows the future goals of the organization. The future goals can be stated in numbers (i.e. we want to reach 1,000,000 beneficiary), in statistics (i.e. we want to increase the cure rates to 78%), or simply in words (i.e. we want to build a new hospital). An advertisement can use previous achievements to encourage donors to donate and reach a goal, although the goal has to be clear and has to be the dominant strategy of the advertisement (i.e. we delivered 1,000,000 blanket, and we want to deliver 2,000,000 this year).

- d. Achievement oriented Message strategy:** It is a cognitive message strategy where an advertisement shows the previous achievements of the organization. The previous achievements can be stated in numbers (i.e. we delivered 1,000,000 meal), in statistics (i.e. we reached a cure rate of 78%), or simply in words (i.e. we finished the new hospital). An advertisement that uses previous achievements to encourage donors to continue donating to the organization without defining a certain goal (i.e. with your donations we bought 300 beds in the new hospital... keep donating to buy more beds).
- e. Generic Message strategy:** It is a cognitive message strategy where an advertisement directly promotes the “product attributes or benefits without any claim of superiority. This type of strategy works best for a firm that is clearly the brand leader and is the dominant company in the industry” (Clow & Baack, 2007, p.199).
- f. Preemptive Message strategy:** It is a cognitive message strategy where an advertisement claims “superiority based on a product’s specific attribute or benefit. The idea is to prevent the competition from making the same or a similar statement” (Clow & Baack, 2007, p.200).
- g. Comparative Message strategy:** It is a cognitive message strategy where an advertisement “directly or indirectly compares a good or service to the competition” (Clow & Baack, 2007, p.200). “The advertisement may or may not mention the competitor by name” (p. 200).
- h. Unique selling proposition Message strategy:** It is a cognitive message strategy where an advertisement focuses on “an explicit, testable claim of uniqueness or superiority that can be supported or substantiated in some manner” (Clow & Baack, 2007, p. 200).

- i. **Hyperbole Message strategy:** It is a cognitive message strategy where an advertisement “makes an untestable claim based upon some attribute or benefit” (Clow & Baack, 2007, p. 200). Such as claiming to be the best organization, or the most favorite organization.
  - j. **Action inducing Message strategy:** It is a conative message strategy where an advertisement “create situations in which cognitive knowledge of the product or affective liking of the product may come later (after the actual purchase) or during product usage” (Clow & Baack, 2007, p.204).
  - k. **Promotional support Message strategy:** It is a conative message strategy where an advertisement is “used to support other promotional efforts” (Clow & Baack, 2007, p.204).
- 12. Call for action:** The prevalent and clear goal of the advertisement. The action the advertiser requires from the audience.
- a. **Verbal:** An advertisement where the call for action is verbally said such as “donate”, “volunteer”, “visit”, etc.
  - b. **Visual:** An advertisement where the call for action is visual, such as donation channels, or short numbers that appear within the advertisement or at the end of the advertisement.
  - c. **Both:** An advertisement that includes a verbal and a visual call for action.
  - d. **Undefined:** An advertisement that doesn’t include a clear verbal or visual call for action.
- 13. Call for action type:** The prevalent and clear type of action requested from the audience.
- a. **Donation:** An advertisement where the dominant call for action is to donate. The call for action can either be verbal or visual.

- b. Volunteer:** An advertisement where the dominant call for action is to volunteer. The call for action can either be verbal or visual.
- c. Both:** An advertisement where the dominant call for action is to donate, or volunteer. The call for action can either be verbal or visual.
- d. Call:** An advertisement where the dominant call for action is to call the organization. The call for action can either be verbal or visual.
- e. Undefined:** An advertisement that doesn't include a clear verbal or visual call for action.

**14. Source/spokesperson endorsement type:** The source or the spokesperson of the advertisement is the one who is playing the main role in the advertisement. The source can either be a celebrity or a public figure, an expert in a certain field, the CEO of the organization, or a typical person. An advertisement may have one or more source or spokesperson. The source/spokesperson can be the narrator of an advertisement that does not depict characters, other than that the source has to be a depicted character. The source/spokesperson can be the victim, or the victim's family members, the story teller, or regular people. The spokesperson is the person/s that if were excluded from the advertisement, the advertisement will be meaningless.

- a. CEO:** An advertisement that shows the CEO of the organization.
- b. Experts:** An advertisement that shows experts in the field such as physicians, business men/women, governmental officials, etc.
- c. Typical persons:** An advertisement that shows real people (i.e. beneficiaries), models acting as real people, donors, or employees. In a typical person advertisement, the source act and speak, or only acts and a non-celebrity voice over (VO) narrates, the source will be the person/s playing the main role/s. An



advertisement with a non-celebrity (VO) and there is no depiction of characters, the narrator is the spokesperson and is considered a typical person.

- d. **Celebrity endorsement:** An advertisement that shows a celebrity whether he/she is a public figure (i.e. religious figure, politicians etc.), media professionals (i.e. journalists, TV presenters, directors etc.), musicians (i.e. singers, bands, etc.), sports figures (i.e. sports players, sports team, etc.) or actors and actresses. The endorser can either appear in the advertisement or performs a voice over (VO) for the advertisement. An advertisement with a celebrity VO means that the whole advertisement is narrated by an identifiable or a familiar VO not just at the end of the advertisement.

#### **15. Spokesperson or source role:**

- a. **Narrator:** The narrator of the advertisement can be the source or the spokesperson if the advertisement does not depict any characters playing any roles.
- b. **Storyteller:** An advertisement that include a visible story teller character that narrates the story of the victims or states his/her opinion.
- c. **Role player:** An advertisement that include visible characters who play a certain role in the story. The role player may or may not speak.

#### **16. Celebrity endorsement type:**

- a. **Unpaid spokespersons:** Celebrities that are voluntarily performing in the advertisement to show support for the organization or the cause.
- b. **Celebrity voice-overs:** Celebrities that do not appear in the advertisement but performs a voice over (VO) for the advertisement. An advertisement with a celebrity VO means that the whole advertisement is narrated by an identifiable or a familiar VO not just at the end of the advertisement.

- c. **Dead person endorsement:** “When a sponsor uses an image, or past video or film, featuring an actor or personality who has died” (Clow & Baack, 2007, p. 213).

**17. Typical person endorsement type:**

- a. **Paid actors or models (Playing the victim/s family role):**  
Source/spokespersons who are not real beneficiaries’ family members but perform the role of the victim/s family members.  
  
The source acts and may or may not speak but his/her role is significant in the meaning of the story.
- b. **Paid actors or models (Playing other roles):** Source/spokespersons who are not real people but perform any role in the advertisement other than the victim or the victim’s family. The source/spokesperson can play the employee role, the donor role, or any other role. The source acts and may or may not speak but his/her role is significant in the meaning of the story.
- c. **Employees:** Source/spokesperson are identified as employees of the organization. The source acts and may or may not speak but his/her role is significant in the meaning of the story.
- d. **Donors:** Source/spokesperson are identified as donors. The source acts and may or may not speak but his/her role is significant in the meaning of the story.
- e. **Volunteers:** Source/spokespersons are identified as volunteers. The source acts and may or may not speak but his/her role is significant in the meaning of the story.
- f. **Beneficiaries (real people):** Source/spokesperson are identified as real beneficiaries (i.e. patient). The source acts and may or may not speak but his/her role is significant in the meaning of the story.

- g. Beneficiaries' family member/s (real people):** Source/spokesperson are identified as real beneficiaries (i.e. patient). The source acts and may or may not speak but his/her role is significant in the meaning of the story.
- h. Narrator:** The narrator of the advertisement can be the source or the spokesperson if the advertisement does not depict any characters playing any roles.

**18. Expert person endorsement type:**

- a. Physicians/doctors:** Source/spokespersons identified as physicians/doctors.
- b. Businessmen/Business women:** Source/spokespersons identified as businessmen/business women (i.e. manager of another charity organization, business owner, CEO of a reputable organization, etc.).
- c. Government officials:** Source/spokespersons identified as police officials, Army officials, Ministers, etc.

**19. Target Audience Religion:** An advertisement that shows a religious indication.

- a. Christianity:** If the source is identified as a Christian source (i.e. priest or a nun) or is known to be a Christian religious figure. If the advertisement is promoting a Christian program or is clearly directing the message to Christians.
- b. Islam:** If the source is identified as a Muslim source (i.e. Sheikh) or is known to be a Muslim religious figure. If the advertisement is promoting an Islamic program such as Ramadan Programs, Odheya, or Zakat, or the advertisement is clearly directing the message to Muslims.

**20. Voice over (VO):** An advertisement that includes a separate VO at the end of the advertisement. Usually the VO mentions the call for action, the organization name, or both.

## **21. Appeal:**

- a. Rational Appeal:** Rational appeal advertisement is an advertisement that provide traditional information that is sought to be used by the target audience when making a logic and practical decision. Showing the benefits of the product in terms of quality, price, or performance are examples of a rational appeal (Almierajati, 2013). It resembles the cognitive message strategy definition. It is an advertisement that uses rationale as its dominant appeal to promote its services.
- b. Emotional Appeal:** Emotional appeal advertisement is the one that builds upon the “emotional and experiential side of consumption”, by focusing on triggering the target audience’s positive feeling about the product (Almierajati, 2013, p. 65). It resembles the affective message strategy definition. It is an advertisement that uses emotions as its dominant appeal to promote its services.

## **22. Appeal characteristic:**

- a. Negative:** A negative appeal advertisement is an advertisement that uses a negative emotional or rational approach. An advertisement with a negative dominant tone.
- b. Positive:** A positive appeal advertisement is an advertisement that uses a positive emotional or rational approach. An advertisement with a positive dominant tone.
- c. Neutral:** A neutral appeal advertisement is an advertisement that uses emotional or rational approach. An advertisement with a neutral dominant tone.

## **23. Appeal Type:**

- a. Guilt:** An advertisement that aims to elicit guilt feeling to the audience to make them sympathize with the cause and support.

- b. Informational:** An advertisement that uses information (i.e. figures, statistics, information) about the organization to encourage the audience to support the cause.
- c. Happiness:** An advertisement that focuses on eliciting happiness and joyful feelings to the audience through showing happy people, smiling people, or people with hope.
- d. Altruistic:** An advertisement that focuses on others-benefit (i.e. beneficiaries) rather than the benefit of the audience, such as donate to make them happy instead of focusing on the positive feeling of helping others.
- e. Egoistic:** An advertisement that focuses on self-benefit (i.e. donor) rather than the benefit of the beneficiary, such as focusing on the positive feeling of helping others.
- f. Patriotism:** An advertisement that focuses on the patriotism aspect of the audience's contribution, such as "for the future of the country".
- g. Music:** An advertisement that uses a jingle or a song.
- h. Religious:** An advertisement that focuses on the religious benefit of the contribution of the audience. An advertisement that recites religious verses, or mainly focuses on the religious donations (i.e. Zakat).

#### **24. Victim Age group:**

- a. Children:** An advertisement where the victim's age range from months to 16. A victim who is a school student is also coded as children.
- b. Youth:** An advertisement where the victim's age ranges from 17 to 25. A victim who is a university student is also coded as youth.

- c. **Adult:** An advertisement where the victim's age ranges from 26-50. A victim who is depicted as a parent that supports a family, or who is depicted as an unemployed victim looking for a job is also coded as adult.
- d. **Elder:** An advertisement where the victim's age is 51 and above.

## **25. Spokesperson Age group:**

- a. **Children:** An advertisement where the spokesperson's age range from months to 16. A spokesperson who is a school student is also coded as children.
- b. **Youth:** An advertisement where the spokesperson's age ranges from 17 to 25. A spokesperson who is a university student is also coded as youth.
- c. **Adult:** An advertisement where the spokesperson's age ranges from 26-50. A spokesperson who is depicted as a parent that supports a family, or who is a working man/woman.
- d. **Elder:** An advertisement where the spokesperson's age is 51 and above.

## **7. Inter-coder reliability**

According to Wimmer and Dominick (2014); analyzing a subsample of the data by independent coders is recommended to “calculate an overall intercoder reliability coefficient” (p. 175). The subsample size varies from 10-25% of the whole sample. Holsti (1969) provided the following formula to be used to determine “the reliability of nominal data in terms of percentage of agreement:  $\text{Reliability} = \frac{2M}{N1 + N2}$ ” (as cited in Wimmer, & Dominick, 2014, p. 175). Accordingly, a subsample (15% of the whole sample, N=44) was analyzed by the researcher and another independent coder.

The researcher deployed Holsti's formula to measure the intercoder reliability where the overall percentage of agreement was calculated and the results showed an overall percentage of 82.4%. According to Neuenforf (2002) coefficients of 80% or more are “acceptable in most situations” (as cited in Wimmer, & Dominick, 2014, p. 175).

## 8. **Code Book (Appendix I)**

## VII. Research Findings

### Overview of the data

This research is aimed to analyze the main message characteristics of the charity TV advertisements in Egypt to investigate the used type of frames and appeals, in addition to analyzing the utilization of different characteristics in their message strategy. Thus illustrating the descriptive results first would be an appropriate method in understanding the main message characteristics in order to answer the research questions.

The researcher analyzed a total of 288 advertisements aired by six of the top charity organizations in Egypt. The final sample (N=288) included 145 CCHF advertisements (50.3%), 48 MEK advertisements (16.7%), 34 EFB advertisements (11.8%), 25 Resala advertisements (8.7%), 23 MYF advertisements (8%), and 13 Al-Orman advertisements (4.5%). The researcher used SPSS software for the statistical analysis.

### Technical Characteristics of Findings

***Advertisement Lengths.*** The results showed that 40.6% of the advertisements varied from 31–60 seconds in terms of lengths (N=117), while 26.7% of the sample varied from 61–90 seconds (N=77), 24.3% of the sample varied from 10 – 30 seconds (N=70), and 8.3% of the sample varied from 90 – 120 seconds (N=24).

***Airing Year.*** The collected data showed that 33% of the sample were aired in 2016 (N=96), while 27.08% (N=78) of the sample were aired in 2014, 24.65% (N=71) of the sample were aired in 2015, 13.19% (N=38) of the sample were aired in 2013, 1.04% (N=3) in 2012, and 0.69% (N=2) in 2011.

***Advertisements characteristics.*** The findings revealed that 54.9% (N=158) of the coded advertisements were storytelling advertisements, 29.2% (N=84) narrated advertisements, 9.4% (N=27) role playing advertisements, and only 6.6% (N=19) jingle advertisements.



Regarding the main story of the advertisements; 23.3% of the advertisements were about the story of one donor/visitor/volunteer (N=67), compared to 18.4% (N=53) about the story of one victim. 13.5% (N=39) of the advertisements were about a specific program/service, 11.5% (N=33) about the organization, 11.1% (N=32) about the story of more than one donor/visitor/volunteer, and 9% (N=26) about the story of one category of victims. 6.9% (N=20) of the advertisements were about how to donate, followed by 4.9% (N=14) jingle advertisements, 0.7% (N=2) about the employees, 0.3% (N=1) about more than one victim category, and 0.3% (N=1) were categorized as others.

***Call for action.*** The majority of the advertisements included a call for action (99.7%, N=287), 64.2% of the advertisements include verbal and visual call for action (N=185), 29.2% included visual call for action only (N=84), while 6.3% included verbal call for action only (N=18).

***Call for action type.*** The majority of the advertisements (92.4%, N=266) encouraged the viewers to donate only, compared to only 4.9% (N=14) of the advertisements where the call center number was only provided, 1.4% (N=4) encouraged the viewers to volunteer, while only 1% (N=3) encouraged the viewers to donate and volunteer.

***Advertisements voice-over.*** The collected data showed that 39.9% of the advertisements included a different voice-over (VO) at the end of the advertisement (N=115). Moreover, the data showed that in 26.7% (N=77) of the advertisements the narrator was also the VO, in 1.4% (N=4) the role player was also the VO, and in 0.3% (N=1) the storyteller was also the VO. On the other hand, 31.6% (N=91) of the advertisements did not include a VO at the end of the advertisement.

***Advertisements voice-over's gender.*** Regarding the gender of the VO, 93.9% of the advertisements that included a VO were males (N=185), compared to 6.1% (N=12) females.

***Advertisements voice-over's age group.*** The majority of the VO talents belonged to the adults age-group (93.4%, N=184), followed by youth (5.6%, N=11), then children and elders (0.5%, N=1) equally.

***Advertisement message strategy.*** The results showed that the majority of the advertisements (59.4%, N=171) employed an affective message strategy, compared to 38.5% (N=111) cognitive message strategy, and 2.1% (N=6) conative message strategy.

***Type of message strategy.*** 35.4% (N=102) of the sample employed an emotional message strategy, 23.3% (N=67) generic message strategy, 18.8% (N=54) achievement message strategy, 16.3% (N=47) goal message strategy, 4.2% (N=12) resonance message strategy, and 2.1% (N=6) action inducing conative message strategy.

## **Research Question 1**

This section illustrates the findings for RQ1: How do Egyptian charity advertisements utilize: message framing; image valence/vividness; temporal framing; donations reframing; victim message strategy; source types; appeal types and execution framework?

In order to answer the first research question; the researcher had to break down the research question into eight sub-questions.

***RQ1-A: How do Egyptian charity advertisements utilize: message framing.*** A Pearson Chi-Square test was conducted to illustrate the relation between charity advertisers and message framing. The relation between these variables was significant ( $X^2=57.205$ , N=288,  $p=.000$ ) (Table 1).

**Table 1:**  
**Charity advertisers \* Message Framing**

		Message Framing				Total
		Gain Frame	Loss Frame	Mixed Frame	None	
CCHF	Percentage of total (N=288)	14.9%	0.3%	1.0%	34.0%	50.3%
	Percentage of the organization's sample (N=145)	29.7%	0.7%	2.1%	67.6%	100.0%
EFB	Percentage of Total (N=288)	5.6%	0.0%	0.3%	5.9%	11.8%
	Percentage of the organization's sample (N=34)	47.1%	0.0%	2.9%	50.0%	100.0%
MEK	Percentage of Total (N=288)	11.5%	0.0%	0.7%	4.5%	15.7%
	Percentage of the organization's sample (N=48)	68.8%	0.0%	4.2%	27.1%	100.0%
Resala	Percentage of Total (N=288)	4.9%	0.0%	0.0%	3.8%	8.7%
	Percentage of the organization's sample (N=25)	56.0%	0.0%	0.0%	44.0%	100.0%
Dar Al-Orman	Percentage of Total (N=288)	2.4%	0.0%	0.0%	2.1%	4.5%
	Percentage of the organization's sample (N=13)	53.8%	0.0%	0.0%	46.2%	100.0%
MYF	Percentage of Total (N=288)	8.0%	0.0%	0.0%	0.0%	8%
	Percentage of the organization's sample (N=23)	100.0%	0.0%	0.0%	0.0%	
Total		47.2%	0.3%	2.1%	50.3%	100.0%

$$\chi^2 = 57.205, p = .000.$$

The majority of the coded advertisements used no frame, where 50.3% (N=145) of the whole sample was unframed. The distribution of the unframed messages within the total sample of each organization was distributed as follows: CCHF=67.6% (N=98), EFB=50% (N=17), Al-Orman=46.2% (N=6), Resala=44% (N=11), and MEK=27.1% (N=13).

The use of gain framed messages ranked second (47.2%, N=136), followed by the use of a mixed framed message (2.1%, N=6), while the use of a loss framed message was the least used frame type (0.3%, N=1).

The distribution of the gain framed messages within the total sample of each organization were as follows: All MYF's advertisements used gain frame (N=23), followed by MEK (68.8%, N=33), Resala (56%, N=14), Al-Orman (53.8%, N=7), EFB (47.1%, N=16), then CCHF (29.7%, N=43).

The findings also showed that the use of a mixed framed message was very minimal where 3 of the 6 organizations used a mixed frame message in its advertisements. Only 4.2% (N=2) of MEK's sample included a mixed frame, followed by 2.9% of EFB's advertisements (N=1), and then 2.1% of CCHF's advertisements (N=3). CCHF was the only charity organization that used a loss framed message in only one of its advertisements (0.7%, N=1).

***RQ1-B: How do Egyptian charity advertisements utilize: image valence/vividness?.***

A Pearson Chi-Square test was conducted to illustrate the relation between charity advertisers and image valence/vividness. The relation between these variables was significant ( $\chi^2=69.146$ , N=288,  $p=.000$ ) (Table 2).

<b>Table 2:</b>						
<b>Charity advertisers * Image Valence/vividness</b>						
		Image Valence/Vividness				Total
		Negative Image/Story	Positive Image/Story	Mixed Image/Story	Neutral Image/Story	
CCHF	Percentage of total (N=288)	3.1%	34.7%	4.5%	8.0%	50.3%
	Percentage of the organization's sample (N=145)	6.2%	69.0%	9.0%	15.9%	100.0%
EFB	Percentage of Total (N=288)	0.7%	4.5%	4.2%	2.4%	11.8%
	Percentage of the organization's sample (N=34)	5.9%	38.2%	35.3%	20.6%	100.0%
MEK	Percentage of Total (N=288)	1.0%	7.6%	6.3%	1.7%	16.7%
	Percentage of the organization's sample (N=48)	6.3%	45.8%	37.5%	10.4%	100.0%

Resala	Percentage of Total (N=288)	1.0%	5.6%	1.0%	1.0%	8.7%
	Percentage of the organization's sample (N=25)	12.0%	64.0%	12.0%	12.0%	100.0%
Dar Al-Orman	Percentage of Total (N=288)	2.1%	0.7%	1.4%	0.3%	4.5%
	Percentage of the organization's sample (N=13)	46.2%	15.4%	30.8%	7.7%	100.0%
MYF	Percentage of Total (N=288)	2.4%	4.5%	0.4%	0.7%	8.0%
	Percentage of the organization's sample (N=23)	30.4%	56.5%	4.3%	8.7%	100.0%
Total		10.4%	57.6%	17.7%	14.2%	100.0%

$\chi^2 = 69.146$  (N=288),  $p = .000$ .

The majority of the coded advertisements used a positive image/story (57.6%, N=166) distributed within each organization's sample as follows: CCHF=69% (N=100), Resala=64% (N=16), MYF=56.5% (N=13), MEK=45.8% (N=22), EFB=38.2% (N=13), and Al-Orman=15.4% (N=2).

The use of a mixed image/story (17.7%, N=51) ranked second and was distributed within each organization's sample as follows: MEK=37.5% (N=18), EFB=35.3% (N=12), Al-Orman=30.8% (N=4), Resala=12% (N=3), CCHF=9% (N=13), and MYF=4.3% (N=1).

The use of a neutral image/story (14.2%, N=41) ranked third and was distributed within each organization's sample as follows: EFB=20.6% (N=7), CCHF=15.9% (N=23), Resala=12% (N=3), MEK=10.4% (N=5), MYF=8.7% (N=2), and Al-Orman=7.7% (N=1).

On the other hand, the use of a negative image/story was found to be the least used image/story type (10.4%, N=30) and was distributed within each organization's sample as follows: Al-Orman = 46.2% (N=6), MYF = 30.4% (N=7), Resala = 12% (N=3), MEK = 6.3% (N=3), CCHF = 6.2% (N=9), and EFB = 5.9% (N=2).

***RQ1-C: How do Egyptian charity advertisements utilize: temporal framing?. A***

Pearson Chi-Square test was conducted to illustrate the relation between charity advertisers and temporal framing. The relation between these variables was significant ( $X^2=54.635$ ,  $N=288$ ,  $p=.000$ ) (Table 3).

The majority of the coded advertisements used no temporal framing (64.6%,  $N=186$ ) distributed within each organization's sample as follows: MYF=95.7% ( $N=22$ ), Al-Orman=76.9% ( $N=10$ ), EFB=73.5% ( $N=25$ ), CCHF=66.9% ( $N=97$ ), MEK=45.8% ( $N=22$ ), and Resala=40% ( $N=10$ ).

MYF was the only advertiser that did not use any long temporal framing, although 26.7% ( $N=77$ ) of the coded advertisements used long temporal framing and were distributed within each organization's sample as follows: Resala=60% ( $N=15$ ), MEK=50% ( $N=24$ ), EFB=26.5% ( $N=9$ ), Al-Orman=23.1% ( $N=3$ ), and CCHF=17.9% ( $N=26$ ).

On the other hand, the use of short temporal framing was very minimal where only 8.7% ( $N=25$ ) of the advertisements used short temporal framing. The use of short temporal framing was distributed within each organization's sample as follows: CCHF=15.2% ( $N=22$ ), MYF=4.3% ( $N=1$ ), and MEK=4.2% ( $N=2$ ). Moreover, EFB, Resala, and Al-Orman did not use any short temporal framing.

**Table 3:**  
**Charity advertisers \* Temporal Framing**

		Temporal Framing			Total
		Short Temporal Frame	Long Temporal Frame	None	
CCHF	Percentage of total ( $N=288$ )	7.6%	9.0%	33.7%	50.3%
	Percentage of the organization's sample ( $N=145$ )	15.2%	17.9%	66.9%	100.0%
EFB	Percentage of Total ( $N=288$ )	0.0%	3.1%	8.7%	11.8%
	Percentage of the organization's sample ( $N=34$ )	0.0%	26.5%	73.5%	100.0%
MEK	Percentage of Total ( $N=288$ )	0.7%	8.3%	7.6%	16.7%
	Percentage of the organization's sample ( $N=48$ )	4.2%	50.0%	45.8%	100.0%
Resala	Percentage of Total ( $N=288$ )	0.0%	5.2%	3.5%	8.7%

	Percentage of the organization's sample (N=25)	0.0%	60.0%	40.0%	100.0%
Dar Al-Orman	Percentage of Total (N=288)	0.0%	1.0%	3.5%	4.5%
	Percentage of the organization's sample (N=13)	0.0%	23.1%	76.9%	100.0%
MYF	Percentage of Total (N=288)	0.3%	0.0%	7.6%	8.0%
	Percentage of the organization's sample (N=23)	4.3%	0.0%	95.7%	100.0%
Total		8.7%	26.7%	64.6%	100.0%

$\chi^2 = 54.635$  (N=288),  $p = .000$ .

***RQ1-D: How do Egyptian charity advertisements utilize: donation reframing?. A***

Pearson Chi-Square test was conducted to illustrate the relation between charity advertisers and donation reframing. The relation between these variables was significant ( $X^2 = 153.395$ , N=288,  $p = .000$ ) (Table 4).

Table 4: Charity advertisers * Donation Reframing						
		Donation Reframing				Total
		Daily	Monthly	Yearly	None	
CCHF	Percentage of total (N=288)	5.2%	0.7%	4.9%	39.6%	50.3%
	Percentage of the organization's sample (N=145)	10.3%	1.4%	9.7%	78.6%	100.0%
EFB	Percentage of Total (N=288)	0.7%	1.4%	1.7%	8.0	11.8%
	Percentage of the organization's sample (N=34)	5.9%	11.8%	14.7%	67.6%	100.0%
MEK	Percentage of Total (N=288)	1.4%	0.3%	3.1%	11.8%	16.7%
	Percentage of the organization's sample (N=48)	8.3%	2.1%	18.8%	70.8%	100.0%
Resala	Percentage of Total (N=288)	0.0%	0.3%	1.4%	6.9%	8.7%
	Percentage of the organization's sample (N=25)	0.0%	4.0%	16.0%	80.0%	100.0%
Dar Al-Orman	Percentage of Total (N=288)	0.3%	0.3%	2.1%	1.7%	4.5%
	Percentage of the organization's sample (N=13)	7.7%	7.7%	46.2%	38.5%	100.0%
MYF	Percentage of Total (N=288)	7.6%	0.0%	0.0%	0.3%	8.0%
	Percentage of the organization's sample (N=23)	95.7%	0.0%	0.0%	4.3%	100.0%
Total		15.3%	3.1%	13.2%	68.4%	100.0%

$\chi^2 = 153.395$  (N=288),  $p = .000$ .

The majority of the coded advertisements used no donation reframing (68.4%, N=197) and were distributed within each organization's sample as follows: Resala=80% (N=20), CCHF=78.6% (N=114), MEK=70.8% (N=34), EFB=67.6% (N=23), Al-Orman=38.5% (N=5), and MYF=4.3% (N=1).

The use of daily donation reframing ranked second (15.3%, N=44) and was distributed within each organization's sample as follows: MYF=95.7% (N=22), CCHF=10.3% (N=15), MEK=8.3% (N=4), Al-Orman=7.7% (N=1), and EFB=5.9% (N=2), while resala did not use any daily donation reframing.

The use of yearly donation reframing ranked third (13.2%, N=38) and was distributed within each organization's sample as follows: Al-Orman=46.2% (N=6), MEK=18.8% (N=9), Resala=16% (N=4), EFB=14.7% (N=5), and CCHF=9.7% (N=14), While MYF did not use any yearly donation reframing.

On the other hand, the use of monthly donation reframing was the least among other types of donation reframing as it was used in only 3.1% (N=9) of the coded advertisements; and was distributed within each organization's sample as follows: EFB=11.8% (N=4), Al-Orman=7.7% (N=1), Resala=4% (N=1), MEK=2.1% (N=1), and CCHF=1.4% (N=2), While MYF did not use any monthly donation reframing.

***RQ1-E: How do Egyptian charity advertisements utilize: victim message strategy?. A*** Pearson Chi-Square test was conducted to illustrate the relation between charity advertisers and victim message strategy. The relation between these variables was significant ( $X^2=35.387$ , N=288,  $p=.000$ ) (Table 5).

<b>Table 5:</b>					
<b>Charity advertisers * Victim identification</b>					
		Victim identification			Total
		Identified Victim/s	Unidentified Victim/s	N/A	
CCHF	Percentage of total (N=288)	9.4%	32.6%	8.3%	50.3%
	Percentage of the organization's sample (N=145)	18.6%	64.8%	16.6%	100.0%
EFB	Percentage of Total (N=288)	1.0%	8.0%	2.8%	11.8%
	Percentage of the organization's sample (N=34)	8.8%	67.6%	23.5%	100.0%
MEK	Percentage of Total (N=288)	3.8%	10.8%	2.1%	16.7%
	Percentage of the organization's sample (N=48)	22.9%	64.6%	12.5%	100.0%
Resala	Percentage of Total (N=288)	0.7%	6.6%	1.4%	8.7%
	Percentage of the organization's sample (N=25)	8.0%	76.0%	16.0%	100.0%



Dar Al-Orman	Percentage of Total (N=288)	0.3%	3.8%	0.3%	4.5%
	Percentage of the organization's sample (N=13)	7.7%	84.6%	7.7%	100.0%
MYF	Percentage of Total (N=288)	0.0%	3.1%	4.9%	8.0%
	Percentage of the organization's sample (N=23)	0.0%	39.1%	60.9%	100.0%
Total		15.3%	64.9%	19.8%	100.0%

$\chi^2 = 35.387$  (N=288),  $p = .000$ .

80.2% (N=231) of the advertisements depicted a victim (identified victims=15.3%, N=44 and unidentified victims=64.9%, N=187), while 19.8 % (N=57) of the advertisements did not depict a victim. After excluding the advertisements that did not depict a victim (N=57), the majority of the advertisements that depicted a victim (N=231) did not identify the depicted victim/s (81%, N=187), compared to 19% (N=44) identified victims.

Regarding each organization's victim identification strategy, 39.1% (N=9) of MYF's advertisements included unidentified victim compared to 60.9% (N=14) that did not include any victim, and none included any identified victim. Al-Orman on the other hand featured a victim in most of its advertisements (92.3%, N=12), where 84.6% (N=11) of its advertisements depicted an unidentified victim/s and only 7.7% (N=1) of its advertisements did not include a victim, and 7.7% (N=1) depicted an identified victim/s. Resala also featured a victim/s in most of its advertisements (84%, N=21), with 76.0% (N=19) unidentified victim/s, 16.0% (N=4) no victim/s, and only 8.0% (N=2) identified victim/s. MEK as well featured a victim/s in most of its advertisements (87.5%, N=42), with 64.6% (N=31) unidentified, followed by 22.9% (N=11) identified victim/s, and 12.5% (N=6) did not include a victim. Similarly, EFB also featured a victim/s in most of its advertisements (76.4%, N=26), with 67.6% (N=23) unidentified victim/s, followed by 23.5% (N=8) that did not include any victim/s, and 8.8% (N=3) identified victim/s. Finally, CCHF as well depicted victim/s in most of its advertisements (82.8%, N=120), with 64.8% (N=94) unidentified victim/s, followed by 18.6% (N=27) identified victim/s, and 16.6% (N=24) that did not feature any victim/s.

Regarding the number of victim/s depicted per advertisement, 61% (N=141) of the advertisements that depicted a victim/s (N=231) included a group of victims (three or more individuals), while 36.4% (N=84) included one individual, and 2.6% (N=6) included two individuals. Moreover, the majority of the advertisements that depicted a victim/s (N=231) included victims of both genders (56.7%, N=131), 25.5% (N=59) depicted male victim/s, while 17.8% (N=41) depicted female victim/s.

Regarding the age group of the depicted victim/s, the majority of the advertisements that depicted a victim (N=231) included victim/s of one age group (80.5%, N=186), while 19.5% (N=45) depicted victims of more than one age group.

The following analysis shows the depiction of each age group in the advertisements whether solely depicted or along with other age groups. Children were depicted in most of the advertisements (80.5%, N=186), adults were depicted in 28.6% (N=66) of the advertisements, elders were depicted in 13.8% (N=32) of the advertisements, while youth were depicted in 8.2% (N=19) of the advertisements.

The results showed that 62.8% (N=145) of the advertisements that featured victim/s (N=231) depicted children victim/s only, 10.8% (N=25) adults only, 3.9% (N=9) youth only, and 3% (N=7) elders only. Other advertisements included more than one age group; 6.9% (N=16) children, adults, and elders, 6.1% (N=14) children and adults, 1.7% (N=4) adults and elders, 1.7% (N=4) all age groups, 1.3% (N=3) children, youth, and adults, 1.3% (N=3) children and youth, and 0.4% (N=1) children and elders.

The findings showed that the majority of the advertisements that depicted a victim (N=231) included sick/ill victim/s (62.3%, N=144), 21.2% (N=49) of the advertisements depicted poor victim/s, 8.6% (N=20) depicted unemployed victim/s, 1.3% (N=3) depicted illiterate victim/s, 0.9% (N=2) depicted imprisoned victim/s, and 5.6% (N=13) were coded as others.

**RQ1-F: How do Egyptian charity advertisements utilize: source types?.** Pearson Chi-Square tests were conducted to illustrate the relation between charity advertisers and different source types. There was a significant relationship with the following variables: CEO ( $X^2=64.969$ ,  $N=288$ ,  $p=.000$ ); Experts ( $X^2=33.026$ ,  $N=288$ ,  $p=.000$ ); Typical persons ( $X^2=41.073$ ,  $N=288$ ,  $p=.000$ ); Celebrity ( $X^2=29.872$ ,  $N=288$ ,  $p=.000$ ); and N/A ( $X^2=32.000$ ,  $N=288$ ,  $p=.000$ ) (Table 6).

<b>Table 6:</b> <b>Charity advertisers * Source Type</b>							
		Source Type					Total
		CEO	Experts	Typical Persons	Celebrity	N/A	
CCHF	Percentage of total (N=288)	0.0%	10.4%	22.9%	20.8%	0.7%	50.3%
	Percentage of the organization's sample (N=145)	0.0%	20.7%	45.5%	41.4%	1.4%	
EFB	Percentage of Total (N=288)	0.7%	0.0%	6.3%	3.8%	2.1%	11.8%
	Percentage of the organization's sample (N=34)	5.9%	0.0%	52.9%	32.4%	17.6%	
MEK	Percentage of Total (N=288)	0.0%	0.0%	16.0%	0.7%	0.0%	16.7%
	Percentage of the organization's sample (N=48)	0.0%	0.0%	95.8%	4.2%	0.0%	
Resala	Percentage of Total (N=288)	0.0%	0.0%	3.5%	5.2%	0.0%	8.7%
	Percentage of the organization's sample (N=25)	0.0%	0.0%	40.0%	60.0%	0.0%	
Dar Al-Orman	Percentage of Total (N=288)	0.0%	0.0%	3.1%	1.4%	0.0%	4.5%
	Percentage of the organization's sample (N=13)	0.0%	0.0%	69.2%	30.8%	0.0%	
MYF	Percentage of Total (N=288)	2.4%	0.0%	4.5%	3.1%	0.0%	8.0%
	Percentage of the organization's sample (N=23)	30.4%	0.0%	56.5%	39.1%	0.0%	
Total		3.1% (N=9)	10.4% (N=30)	56.3% (N=162)	35.1% (N=101)	2.8% (N=8)	

		$\chi^2 = 64.969$ (N=288), $p = .000$ .	$\chi^2 = 33.026$ (N=288), $p = .000$ .	$\chi^2 = 41.073$ (N=288), $p = .000$ .	$\chi^2 = 29.872$ (N=288), $p = .000$ .	$\chi^2 = 32.000$ (N=288), $p = .000$ .	
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Some of the advertisements included more than one type of spokespersons. Typical persons were the most prevalent spokespersons type depicted in the sample (56.3%, N=162), followed by celebrities who were depicted in 35.1% (N=101) of the sample. Experts were depicted in 10.4% of the sample (N=30), followed by CEOs (3.1%, N=9), while 2.8% (N=8) didn't include a spokesperson.

Only two of the six organizations used their CEO as the spokesperson of their advertisements, MYF in 30.4% of its advertisements (N=7), and EFB in 5.9% of its advertisements (N=2).

The use of celebrities as the advertisements' spokesperson was distributed within each organization's sample as follows: Resala=60% (N=15), CCHF=41.4% (N=60), MYF=39.1% (N=9), EFB=32.4% (N=11), Al-Orman=30.8% (N=4), and MEK=4.2% (N=2). 97% (N=98) of the advertisements that depicted a celebrity were coded as unpaid spokespersons, while only 2.9% (N=3) were coded as celebrity voice-over. Some advertisements included more than one celebrity or more than one celebrity type; accordingly the number of depicted types exceed the number of advertisements that depicted a celebrity (N=118). Actors/Actresses appeared in 28.8% (N=34) of the advertisements that depicted a celebrity, religious figures appeared in 23.8% of the advertisements (N=28), singers/bands appeared in 19.4% of the advertisements (N=23), media professionals appeared in 17.8% of the advertisements (N=21), sports players/teams appeared in 7.6% of the advertisements (N=9), and only 2.5% of the celebrities were coded as others (N=3).

Regarding the advertisements that depicted experts as its spokesperson or source (N=30), governmental officials appeared in 76.6% (N=23) of the advertisements that depicted experts as its spokesperson or source. Followed by physicians/doctors who appeared in 13.3% (N=4) of the advertisements, and 10% were coded as others (N=3). CCHF was the only organization that used experts as the spokesperson of its advertisements.

The use of typical persons as the advertisements' spokesperson was distributed within each organization's sample as follows: MEK=95.8% (N=46), Al-Orman=69.2% (N=9), MYF=56.5% (N=13), EFB=52.9% (N=18), CCHF=45.5% (N=66), and Resala=40% (N=10).

Some advertisements included more than one typical person or more than one typical person type; accordingly the number of depicted types exceed the number of advertisements that depicted a typical person (N=224). Real beneficiaries appeared in 22.3% of the advertisements that included typical person spokespersons (N=50), model beneficiaries (paid actors playing the victim/beneficiary role) appeared in 20.9% (N=47) of the advertisements, while paid actors or models playing other roles were depicted in 12.5% (N=28) of the advertisements. Employees were depicted in 12% (N=27) of the advertisements, followed by real beneficiaries' family member who appeared in 10.7% (N=24) of the advertisements, and donors who appeared in 8.4% (N=19) of the advertisements. Paid actors playing the victim/s family members' role were depicted in 4% (N=9) of the advertisements, followed by the narrator who was coded as the spokesperson in only 3.1% of the advertisements (N=7). Paid actors or models playing the donor role were depicted in 2.6% (N=6) of the advertisements, followed by 1.78% (N=4) coded as other types, and finally volunteers were depicted in 1.3% (N=3) of the advertisements.

***RQ1-G: How do Egyptian charity advertisements utilize: appeal types?. A Pearson***

Chi-Square test was conducted to illustrate the relation between charity advertisers and appeal

types. The relation between these variables was significant ( $X^2=147.568$ ,  $N=288$ ,  $p=.004$ )

(Table 7).

Table 7: Charity advertisers * Advertisement Appeals													
	Charity Advertisers												Total percen tage of appeal type
	CCHF		EFB		MEK		Resala		Dar Al-Orman		MYF		
	% of total (N=288)	% of the organization' s sample	% total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	
Patrio tism	6.9%	13.8 %	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%
Altrui stic	12.5 %	24.8 %	3.1%	26.5 %	10.1 %	60.4 %	6.6%	76.0 %	2.1%	46.2 %	1.4%	17.4 %	35.8%
Guilt	3.8%	7.6%	2.4%	20.6 %	1.4%	8.3%	1.4%	16.0 %	0.7%	15.4 %	2.8%	34.8 %	12.5%
Egois tic	1.4%	2.8%	0.0%	0.0%	0.3%	2.1%	0.3%	4.0%	0.0%	0.0%	0.0%	0.0%	2.1%
Infor matio nal	11.5 %	22.8 %	3.1%	26.5 %	2.4%	14.6 %	0.0%	0.0%	0.7%	15.4 %	2.1%	26.1 %	19.8%
Religi ous	4.5%	9.0%	0.7%	5.9%	0.3%	2.1%	0.0%	0.0%	0.7%	15.4 %	0.7%	8.7%	6.9%
Musi c	0.3%	0.7%	0.7%	5.9%	0.3%	2.1%	0.0%	0.0%	0.0%	0.0%	0.7%	8.7%	2.1%
Happ iness	1.7%	3.4%	0.0%	0.0%	1.7%	10.4 %	0.3%	4.0%	0.0%	0.0%	0.3%	4.3%	4.2%
Hum or	0.0%	0.0%	0.3%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Moti vatio nal	1.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%

Table 7: Charity advertisers * Advertisement Appeals													
	Charity Advertisers												Total percen tage of appeal type
	CCHF		EFB		MEK		Resala		Dar Al-Orman		MYF		
	% of total (N=288)	% of the organization' s sample	% total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	
Succe ss	0.7%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Infor matio nal and patrio tism	1.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Patrio tism and religi ous	0.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Musi c and happi ness	0.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Musi c and altrui stic	0.3%	0.7%	0.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Relig ious and altrui stic	1.4%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	7.7%	0.0%	0.0%	1.7%

**Table 7:**  
**Charity advertisers \* Advertisement Appeals**

	Charity Advertisers												Total percentage of appeal type
	CCHF		EFB		MEK		Resala		Dar Al-Orman		MYF		
	% of total (N=288)	% of the organization' s sample	% total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	
Informational and altruistic	0.0%	0.0%	0.7%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Altruistic and patriotism	1.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Religious and informative	0.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Happiness and hope	0.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Egoistic and religious	0.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Motivation and success	0.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%



Table 7: Charity advertisers * Advertisement Appeals													
	Charity Advertisers												Total percen tage of appeal type
	CCHF		EFB		MEK		Resala		Dar Al-Orman		MYF		
	% of total (N=288)	% of the organization' s sample	% total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	% of total (N=288)	% of the organization' s sample	
Total perce ntage of organ izatio n	50.3 %		11.8 %		16.7 %		8.7%		4.5%		8.0%		100%

$\chi^2 = 147.568$  (N=288),  $p = .004$ .

Altruistic appeal was used in 35.8% (N=103) of the advertisements, informational appeal was used in 19.8% (N=57) of the advertisements, and guilt appeal was used in 12.5% (N=36) of the advertisements. Religious appeal was used in 6.9% (N=20) of the advertisements, patriotism appeal was used in 6.9% (N=20) of the advertisements, happiness appeal was used in 4.2% (N=12) of the advertisements. Music appeal was used in 2.1% (N=6) of the advertisements, and egoistic appeal was used in 2.1% (N=6) of the advertisements.

The use of guilt appeal was distributed within each organization's sample as follows: MYF=34.8% (N=8), EFB=20.6% (N=7), Resala=16% (N=4), Al-Orman=15.4% (N=2), MEK=8.3% (N=4), and CCHF=7.6% (N=11).

The informational appeal was distributed within each organization's sample as follows: EFB=26.5% (N=9), MYF=26.1% (N=6), CCHF=22.8% (N=33), Al-Orman=15.4% (N=2), and MEK=14.6% (N=7), while Resala did not use the informational appeal in any of its advertisements.

The use of happiness appeal was distributed within each organization's sample as follows: MEK=10.4% (N=5), CCHF=3.4% (N=5), MYF=4.3% (N=1), and Resala=4% (N=1), while neither did EFB or Al-Orman use the happiness appeal in any of their advertisements.

The altruistic appeal was distributed within each organization's sample as follows: Resala=76% (N=19), MEK=60.4% (N=29), Al-Orman=46.2% (N=6), EFB=26.5% (N=9), CCHF=24.8% (N=36), and MYF=17.4% (N=4).

The use of egoistic appeal was distributed within each organization's sample as follows: Resala=4% (N=1), CCHF=2.8% (N=4), and MEK=2.1% (N=1), while neither did EFB, Al-Orman, or MYF use the egoistic appeal in any of their advertisements.

The use of music appeal was distributed within each organization's sample as follows: EFB = 5.9% (N=2), MYF = 8.7% (N=2), MEK = 2.1% (N=1), and CCHF = 0.7% (N=1), while neither did Resala or Al-Orman use the music appeal in any of their advertisements.

The use of religious appeal was distributed within each organization's sample as follows: Al-Orman = 15.4% (N=2), CCHF = 9% (N=13), MYF = 8.7% (N=2), EFB = 5.9% (N=2), and MEK = 2.1% (N=1), while Resala did not use the religious appeal in any of their advertisements.

The patriotism appeal was solely used by CCHF in 13.8% (N= 20) of its advertisements.

During the coding process other appeals emerged and were coded as others. The emerged appeal types included motivational appeal which was used in 1% (N=3), success appeal=0.7% (N=2), and humor appeal=0.3% (N=1).

The results also showed that some advertisers use a mix of two appeals in their advertisements, such as informational and patriotism appeals (1%, N=3), patriotism and religious appeals (0.3%, N=1), music and happiness appeals (0.3%, N=1), religious and informative appeals (0.3%, N=1), altruistic and patriotism (1%, N=3), happiness and hope appeals (0.3%, N=1), egoistic and religious appeals (0.3%, N=1), motivation and success

appeals (0.3%, N=1) which were all solely used by CCHF. Informational and altruistic appeals (0.7%, N=2) were solely used by EFB, while music and altruistic appeals (1%, N=3) were used by CCHF (N=1) and EFB (N=2) and the religious and altruistic appeals (1.7%, N=5) were used by CCHF (N=4) and Al-Orman (N=1).

The results showed that 63.9% (N=184) of the advertisements employed an emotional appeal category, compared to 36.1% (N=104) that employed a rational appeal category. Moreover, 80.9% (N=233) of the advertisements used a positive appeal, compared to 16% (N=46) that used a negative appeal, and 3.1% (N=9) that used a neutral appeal.

***RQ1-H: How do Egyptian charity advertisements utilize: execution framework?. A*** Pearson Chi-Square test was conducted to illustrate the relation between charity advertisers and execution framework. The relation between these variables was significant ( $\chi^2=98.754$ , N=288,  $p = .000$ ) (Table 8).

55.6% (N=160) of the advertisements were testimonial advertisements, 13.2% (N=38) dramatization advertisements, 12.8% (N=37) slice of life advertisements, 11.8% (N=34) informative advertisements, 3.5% (N=10) animated advertisements, 2.4% (N=7) fantasy advertisements, 0.3% (N=1) demonstration, and 0.3% (N=1) N/A.

<b>Table 8:</b>										
<b>Charity advertisers * Advertisement Framework</b>										
		Advertisement Framework								Total
		Animation	Slice of life	Testimonial	Fantasy	Informative	Dramatization	Demonstration	N/A	
CCHF	% of total (N=288)	1.4%	3.5%	35.4%	0.7%	3.5%	5.2%	0.3%	0.3%	50.3%
	% of the organization's sample (N=145)	2.8%	6.9%	70.3%	1.4%	6.9%	10.3%	0.7%	0.7%	100.0%
EFB	% of Total (N=288)	1.0%	2.4%	1.7%	0.7%	3.5%	2.4%	0.0%	0.0%	11.8%
	% of the organization's sample (N=34)	8.8%	20.6%	14.7%	5.9%	29.4%	20.6%	0.0%	0.0%	100.0%

MEK	% of Total (N=288)	0.7%	5.9%	4.9%	0.0%	3.5%	1.7%	0.0%	0.0%	16.7%
	% of the organization's sample (N=48)	4.2%	35.4%	29.2%	0.0%	20.8%	10.4%	0.0%	0.0%	100.0%
Resala	% of Total (N=288)	0.3%	0.3%	6.3%	0.0%	0.0%	1.7%	0.0%	0.0%	8.7%
	% of the organization's sample (N=25)	4.0%	4.0%	72.0%	0.0%	0.0%	20.0%	0.0%	0.0%	100.0%
Dar Al-Orman	% of Total (N=288)	0.0%	0.7%	2.1%	0.0%	1.0%	0.7%	0.0%	0.0%	4.5%
	% of the organization's sample (N=13)	0.0%	15.4%	46.2%	0.0%	23.1%	15.4%	0.0%	0.0%	100.0%
MYF	% of Total (N=288)	0.0%	0.0%	5.2%	1.0%	0.3%	1.4%	0.0%	0.0%	8.0%
	% of the organization's sample (N=23)	0.0%	0.0%	65.2%	13.0%	4.3%	17.4%	0.0%	0.0%	100.0%
Total		3.5%	12.8%	55.6%	2.4%	11.8%	13.2%	0.3%	0.3%	100.0%

$\chi^2 = 98.754$  (N=288),  $p = .000$ .

The majority of CCHF's advertisements used a testimonial advertisement framework (70.3%, N=102), followed by the use of dramatization (10.3%, N=15), then the equal use of the informative and the slice of life framework (6.9%, N=10), animation (2.8%, N=4), fantasy (1.4%, N=2), and then demonstration (0.7%, N=1).

The informative framework is the most employed technique in the EFB advertisements (29.4%, N=10), followed by the equal use of the slice of life and the dramatization framework (20.6%, N=7), testimonial framework (14.7%, N=5), animation (8.8%, N=3), then fantasy (5.9%, N=2).

MEK highly depended on the slice of life framework in 35.4% (N=17) of its advertisements, followed by the testimonial framework (29.2%, N=14), informative (20.8%, N=10), dramatization (10.4%, N=5), and then animation (4.2%, N=2).

Resala used the testimonial technique in most of its advertisements (72%, N=18), followed by dramatization (20%, N=5), and the equal use of animation and slice of life (4%, N=1).

Al-Orman also depended highly on the testimonial framework (46.2%, N=6), followed by the informative framework (23.1%, N=3), then the equal use of dramatization and slice of life (N=15.4%, N=2).

The majority of the MYF's advertisement also used the testimonial framework (65.2%, N=15), followed by the dramatization framework (17.4%, N=4), the fantasy framework (13%, N=3), and then the informative framework (4.3%, N=1).

## Research Question 2

This section illustrates the findings for RQ2: Do advertisements congruently or incongruently use message framing; image valence/vividness; and advertisement appeal characteristic?

In order to answer the second research question; the researcher had to break down the research question into three sub-questions.

***RQ2- A: Do advertisements congruently or incongruently use message framing and image valence/vividness?*** A Pearson Chi-Square test was conducted to illustrate the relation between message framing and image valence/vividness. The relation between these variables was significant ( $\chi^2=30.733$ , N=288,  $p = .000$ ) (Table 9).

<b>Table 9:</b>					
<b>Message Framing * Image Valence/vividness</b>					
	Image Valence/Vividness				Total
	Negative image/Story	Positive Image/Story	Mixed Image/Story	Neutral Image/Story	
Gain Frame	6.9%	24.0%	9.7%	6.6%	47.2%
Loss Frame	0.0%	0.3%	0.0%	0.0%	0.3%
Mixed Frame	0.3%	0.0%	1.7%	0.0%	2.1%
None	3.1%	33.3%	6.3%	7.6%	50.3%
Total	10.4%	57.6%	17.7%	14.2%	100%

$\chi^2 = 30.733$  (N=288),  $p = .000$ .

This cross tabulation measures the congruent use between similar variables (i.e. gain frame and positive image/story), and the incongruency between dissimilar variables (i.e. loss frame and positive image/story, mixed image/story, or neutral Image/story).

The results showed that there is a congruency between the use of a gain frame and a positive image/story in 24% (N=69) of the advertisements, and showed incongruency between the use of a gain frame and a mixed image/story in 9.7% (N=28) of the advertisements, a negative story in 6.9% (N=20) of the advertisements, and a neutral image/story in 6.6% (N=19) of the advertisements.

Regarding the congruency between the use of a mixed frame and a mixed image/story the results showed a congruency in 1.7% (N=5) of the advertisements, compared to the incongruent use of a mixed frame and a negative image/story in 0.3% (N=1) of the advertisements. The findings also showed a congruent use of a neutral image/story and an unframed message in 7.6% (N=22) of the advertisements, and incongruent use of an unframed message with a positive image/story in 33.3% (N=96) of the advertisements, a mixed image/story in 6.3% (N=18), and negative/image story in 3.1% (N=9) of the advertisements.

The results also showed 0% congruency between the use of a loss frame and a negative image/story, and showed in congruent use with a positive image/story in 0.3% (N=1) of the advertisements. It also showed 0% use of a loss frame and a mixed image/story or a neutral image/story.

***RQ2- B: Do advertisements congruently or incongruently use message framing and advertisement appeal characteristic?*** A Pearson Chi-Square test was conducted to illustrate the relation between message framing and advertisement appeal characteristic. The relation between these variables was significant ( $X^2=15.029$ ,  $N=288$ ,  $p=.020$ ) (Table 10).

<b>Table 10:</b> <b>Message Framing * Advertisement Appeal Characteristic</b>				
	Advertisements Appeal Characteristic			Total
	Negative	Positive	Neutral	
Gain Frame	10.4%	35.8%	1.0%	47.2%
Loss Frame	0.0%	0.3%	0.0%	0.3%
Mixed Frame	1.0%	1.0%	0.0%	2.1%
None	4.5%	43.8%	2.1%	50.3%
Total	16.0%	80.9%	3.1%	100%

$\chi^2 = 15.029$  (N=288),  $p = .020$ .

This cross tabulation measures the congruent use between similar variables (i.e. gain frame and positive advertisement appeal characteristic), and the incongruent use between dissimilar variables (i.e. loss frame and positive advertisement appeal characteristic, mixed advertisement appeal characteristic, or neutral advertisement appeal characteristic).

The results of a cross tabulation showed that there is a congruency between the use of a gain frame and a positive appeal characteristic in 35.8% (N=103) of the advertisements, compared to the incongruent use of a gain frame and a negative appeal characteristic in 10.4% (N=30), and the use of a neutral appeal characteristic in 1% (N=3) of the advertisements.

The results also showed 0% congruency between the use of a loss frame and a negative appeal characteristic, and an incongruent use of a loss framed and a positive appeal characteristic in 0.3% (N=1) of the advertisements. It also showed that there is 0% use of a loss frame and a neutral appeal characteristic.

The findings also revealed that there is a congruency between the use of an unframed message and a neutral appeal characteristic in 2.1% (N=6), compared to the incongruent use of an unframed message and a positive advertisement appeal characteristic in 43.8% (N=126), and a negative advertisement appeal characteristic in 4.5% (N=13).

**RQ2 – C: Do advertisements congruently or incongruently use image valence/vividness; and advertisement appeal characteristic?** A Pearson Chi-Square test was conducted to illustrate the relation between image valence/vividness and advertisement appeal characteristics. The relation between these variables was significant ( $\chi^2=194.002$ ,  $N=288$ ,  $p=.000$ ) (Table 11).

<b>Table 11:</b>				
<b>Image Vividness/Valence * Advertisement Appeal Characteristic</b>				
	Advertisements Appeal Characteristic			Total
	Negative	Positive	Neutral	
Negative Image/Story	9.0%	1.0%	0.3%	10.4%
Positive Image/Story	0.0%	57.3%	0.3%	57.6%
Mixed Image/Story	6.9%	10.4%	0.3%	17.7%
Neutral Image/Story	0.0%	12.2%	2.1%	14.2%
Total	16.0%	80.9%	3.1%	100%

$\chi^2 = 194.002$  ( $N=288$ ),  $p=.000$ .

This cross tabulation measures the congruent use between similar variables (i.e. positive image/story and positive advertisement appeal characteristic), and the incongruity between dissimilar variables (i.e. negative image/story and positive advertisement appeal characteristic, mixed advertisement appeal characteristic, or neutral advertisement appeal characteristic).

The results of a cross tabulation showed that there is a congruency between the use of a positive image/story and a positive appeal characteristic in 57.3% ( $N=165$ ) of the advertisements, compared to the incongruity between the use of a positive image/story and a neutral appeal characteristic in 0.3% ( $N=1$ ) of the advertisements, and 0% use of a positive image/story and a negative appeal characteristic.

The results also showed that there is a congruency between the use of a negative image/story and a negative appeal characteristic in 9% ( $N=26$ ) of the advertisements, compared to the incongruity between the use of a negative image/story and a positive appeal characteristic in 1% ( $N=3$ ) of the advertisements, and neutral appeal characteristic in 0.3%



(N=1) of the advertisements.

Regarding the use of a neutral image/story and a neutral appeal characteristic, the results showed a congruency in 2.1% (N=6) of the advertisements, compared to the incongruent use of a neutral image/story and a positive appeal characteristic in 12.2% (N=35) of the advertisements, and 0% use of a neutral image/story and a negative appeal characteristic.

### Research Question 3

This section illustrates the findings for RQ3: What target groups do charity advertisers appeal to? And which types of advertising appeals are used to approach different target groups?

In order to answer the third research question; the researcher had to break down the research question into two sub-questions.

**RQ3- A: What target groups do charity advertisers appeal to?.** A Pearson Chi-Square test was conducted to illustrate the relation between charity advertisers and source gender. The relation between these variables was insignificant ( $X^2=16.444$ ,  $N=288$ ,  $p = .353$ ) (Table 12).

<b>Table 12:</b>						
<b>Charity advertisers * Source Gender</b>						
		Source Gender				Total
		Male	Female	Both	N/A	
CCHF	Percentage of total (N=288)	24.7%	11.5%	13.5%	0.7%	50.3%
	Percentage of the organization's sample (N=145)	49.0%	22.8%	26.9%	1.4%	100.0%
EFB	Percentage of Total (N=288)	4.2%	3.8%	3.5%	0.3%	11.8%
	Percentage of the organization's sample (N=34)	35.3%	32.4%	29.4%	2.9%	100.0%
MEK	Percentage of Total (N=288)	6.3%	5.2%	5.2%	0.0%	16.7%
	Percentage of the organization's sample (N=48)	37.5%	31.3%	31.3%	2.9%	100.0%
Resala	Percentage of Total (N=288)	5.9%	1.0%	1.7%	0.0%	8.7%
	Percentage of the organization's sample (N=25)	68.0%	12.0%	20.0%	0.0%	100.0%

Dar Al-Orman	Percentage of Total (N=288)	0.7%	1.7%	2.1%	0.0%	4.5%
	Percentage of the organization's sample (N=13)	15.4%	38.5%	46.2%	0.0%	100.0%
MYF	Percentage of Total (N=288)	3.8%	2.1%	2.1%	0.0%	8.0%
	Percentage of the organization's sample (N=23)	47.8%	26.1%	26.1%	0.0%	100.0%
Total		45.5%	25.3%	28.1%	1.0%	100%

$\chi^2 = 16.444$  (N=288),  $p = .353$ .

Advertisements depicted male spokespersons the most (45.5%, N=131), followed by advertisements that depicted both genders (28.1%, N=81), and then females (25.3%, N=73), while only 1% (N=3) of the advertisements were coded as N/A.

The results of a cross tabulation showed that male spokespersons depiction was distributed among advertisers as follows: Resala=68% (N=17), CCHF=49% (N=71), MYF=47.8% (N=11), MEK=37.5% (N=18), EFB=35.3% (N=12), and Al-Orman=15.4% (N=2). On the other other hand, the depiction of females was distributed within each organization's sample as follows: Al-Orman=38.5% (N=5), EFB=32.4% (N=11), MEK=31.3% (N=15), MYF=26.1% (N=6), CCHF=22.8% (N=33), and Resala=12% (N=3). The depiction of both genders was distributed as follows: Al-Orman=46.2% (N=6), MEK=31.3% (N=15), EFB=29.4% (N=10), CCHF=26.9% (N=39), MYF=26.1% (N=6), and Resala=20% (N=5).

A Pearson Chi-Square test was conducted to illustrate the relation between charity advertisers and source age group. The relation between these variables was significant ( $X^2 = 134.854$ , N=288,  $p = .000$ ) (Table 13).

<b>Table 13:</b> <b>Charity advertisers * Source Age group</b>															
		Source Age group													Total
		Children	Youth	Adults	Elders	All	Adults and elders	Children and adults	Children and youth	Children, adults, and elders	Children, Youth, and adults	Youth, and adults	Youth, and elders	Youth, Adults, and Elders	
CCHF	% of total (N=288)	6.9 %	3.8%	21.9 %	6.9%	1.0%	2.1%	3.1%	1.0%	0.0%	1.0%	2.1%	0.0%	0.3%	50.3%
	% of the organization's sample (N=145)	13.8%	7.6%	43.4 %	13.8 %	2.1%	4.1%	6.2%	2.1%	0.0%	2.1%	4.1%	0.0%	0.7%	100.0 %
EFB	% of Total (N=288)	0.7 %	1.7%	4.9%	0.7%	0.3%	0.0%	1.4%	0.0%	0.3%	0.7%	0.3%	0.7%	0.0%	11.8%
	% of the organization's sample (N=34)	5.9 %	14.7 %	41.2 %	5.9%	2.9%	0.0%	11.8 %	0.0%	2.9%	5.9%	2.9%	5.9%	0.0%	100.0 %

<b>Table 13:</b> <b>Charity advertisers * Source Age group</b>															
		Source Age group													Total
		Children	Youth	Adults	Elders	All	Adults and elders	Children and adults	Children and youth	Children, adults, and elders	Children, Youth, and adults	Youth, and adults	Youth, and elders	Youth, Adults, and Elders	
MEK	% of Total (N=288)	1.7%	2.8%	6.3%	0.7%	1.7%	1.0%	0.3%	0.0%	0.7%	0.3%	0.0%	0.3%	0.7%	16.7%
	% of the organization's sample (N=48)	10.4%	16.7%	37.5%	4.2%	10.4%	6.3%	2.1%	0.0%	4.2%	2.1%	0.0%	2.1%	4.2%	100.0%
Resala	% of Total (N=288)	0.3%	3.1%	3.1%	0.0%	0.3%	0.3%	0.7%	0.3%	0.0%	0.0%	0.3%	0.0%	0.0%	8.7%
	% of the organization's sample (N=25)	4.0%	36.0%	36.0%	0.0%	4.0%	4.0%	8.0%	4.0%	0.0%	0.0%	4.0%	0.0%	0.0%	100.0%

<b>Table 13:</b> <b>Charity advertisers * Source Age group</b>															
		Source Age group													Total
		Children	Youth	Adults	Elders	All	Adults and elders	Children and adults	Children and youth	Children, adults, and elders	Children, Youth, and adults	Youth, and adults	Youth, and elders	Youth, Adults, and Elders	
Dar Al-Orman	Percentage of Total (N=288)	0.0 %	0.0%	3.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.7%	0.3%	0.0%	0.0%	0.0%	4.5%
	Percentage of the organization's sample (N=13)	0.0 %	0.0%	69.2 %	0.0%	0.0%	0.0%	7.7%	0.0%	15.4 %	7.7%	0.0%	0.0%	0.0%	100.0 %
MYF	Percentage of Total (N=288)	0.3 %	0.0%	3.5%	0.3%	0.3%	1.4%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	1.7%	8.0%

<b>Table 13:</b> <b>Charity advertisers * Source Age group</b>															
		Source Age group													Total
		Children	Youth	Adults	Elders	All	Adults and elders	Children and adults	Children and youth	Children, adults, and elders	Children, Youth, and adults	Youth, and adults	Youth, and elders	Youth, Adults, and Elders	
MYF	Percentage of the organization's sample (N=23)	4.3 %	0.0%	43.5 %	4.3%	4.3%	17.4 %	0.0%	0.0%	0.0%	0.0%	11.1 %	0.0%	21.7 %	100.0 %
Total		10.1%	11.5 %	42.7 %	8.7%	3.8%	4.9%	5.9%	1.4%	1.7%	2.4%	3.1%	1.0%	2.8%	100.0 %

$\chi^2 = 134.854$  (N=288),  $p = .000$ .

The majority of the advertisements depicted a spokesperson/s of one age group (73%, N=210), while 27% (N=78) depicted spokespersons of more than one age group.

The following analysis shows the depiction of each age group in the advertisements whether solely depicted or along with other age groups. Adults were depicted in most of the advertisements (67.3%, N=194), youth were depicted in 26% (N=75) of the advertisements, children were depicted in 25.3% (N=73) of the advertisements, while elders were depicted in 22.9% (N=66) of the advertisements.

42.7% (N=123) of the advertisements depicted adult spokespersons only, 11.5% (N=33) youth only, 10.1% (N=29) children only, and 8.7% (N=25) elders only. Other

advertisements included more than one age group; 5.9% (N=17) children and adults, 4.9% (N=14) adults and elders, 3.8% (N=11) all age groups, 3.1% (N=9) youth and adults, 2.8% (N=8) youth, adults, and elders, 2.4% (N=7) children, youth, and adults, 1.7% (N=5) children, adults, and elders, 1.4% (N=4) children and youth, and 1% (N=3) youth and elders.

The results of a cross tabulation showed that the depiction of all age groups was distributed as follows: MEK=10.4% (N=5), MYF=4.3% (N=1), Resala=4% (N=1), EFB=2.9% (N=1), and CCHF=2.1% (N=3), while none in Al-Orman's advertisements.

The depiction of children spokespersons was distributed as follows: CCHF=13.8% (N=20), EFB=5.9% (N=2), MEK=10.4% (N=5), Resala=4% (N=1), MYF=4.3% (N=1), while none were depicted in any of Al-Orman's advertisements. The depiction of youth spokespersons was distributed as follows: Resala=36% (N=9), MEK=16.7% (N=8), EFB=14.6% (N=5), and CCHF=7.6% (N=11), while none were depicted in any of Al-Orman or MYF's advertisements. The depiction of adults' spokespersons was distributed as follows: Al-Orman=69.2% (N=9), MYF=43.5% (N=10), CCHF=43.4% (N=63), EFB=41.2% (N=14), MEK=37.5% (N=18), and Resala=36% (N=9). The depiction of elders' spokespersons was distributed as follows: CCHF=13.8% (N=20), EFB=5.9% (N=2), MYF=4.3% (N=1), and MEK=4.2% (N=2), while none were depicted in any of Al-Orman or Resala's advertisements.

Children and adults were depicted in 11.8% of EFB's advertisements (N=4), Resala=8% (N=2), Al-Orman=7.7% (N=1), CCHF=6.2% (N=9), and MEK=2.1% (N=4), while none were depicted in any of MYF's advertisements. The depiction of children and youth was distributed as follows: CCHF=2.1% (N=3), and Resala=4% (N=1), while none were depicted in any of the advertisements by EFB, MEK, Al-Orman, or MYF. The depiction of children, adults, and elders was distributed as follows: Al-Orman=15.4% (N=2), MEK=4.2% (N=2), and EFB=2.9% (N=1), while none were depicted in any of the advertisements by CCHF, Resala, and MYF. The depiction of children, youth, and adults was distributed as follows: Al-

Orman=7.7% (N=1), EFB=5.9% (N=2), CCHF=2.1% (N=3), and MEK=2.1% (N=1), while none were depicted in any of the advertisements by Resala, or MYF.

The depiction of adults and elders was distributed within each organization's sample as follows: MYF=17.4% (N=4), MEK=6.3% (N=3), Resala=4% (N=1), and CCHF=4.1% (N=6), while none were depicted in any of the advertisements by Al-Orman, or EFB. The depiction of youth and adults was distributed as follows: MYF=4.3% (N=1), CCHF=4.1% (N=6), Resala=4% (N=1), and EFB=2.9% (N=1), while none were depicted in any of the advertisements by Al-Orman, or MEK. The depiction of youth and elders was distributed as follows: EFB=5.9%, and MEK=2.1% (N=1), while none were depicted in any of the advertisements by CCHF, Resala, Al-Orman, or MYF. The depiction of youth, adults, and elders was distributed as follows: MYF=21.7% (N=5), MEK=4.2% (N=2), and CCHF=0.7% (N=1), while none were depicted in any of the advertisements by EFB, Al-Orman, or Resala.

A Pearson Chi-Square test was conducted to illustrate the relation between charity advertisers and target audience religion. The relation between these variables was significant ( $\chi^2=43.465$ ,  $N=288$ ,  $p = .000$ ) (Table 14).

<b>Table 14:</b>						
<b>Charity advertisers * Target Audience Religion</b>						
		Target Audience Religion				Total
		Christianity	Islam	Both	N/A	
CCHF	Percentage of total (N=288)	1.7%	5.9%	2.1%	40.6%	50.3%
	Percentage of the organization's sample (N=145)	3.4%	11.7%	4.1%	80.7%	100.0%
EFB	Percentage of total (N=288)	0.0%	3.5%	0.0%	8.3%	11.8%
	Percentage of the organization's sample (N=34)	0.0%	29.4%	0.0%	70.6%	100.0%
MEK	Percentage of total (N=288)	0.0%	1.7%	0.0%	14.9%	16.7%
	Percentage of the organization's sample (N=48)	0.0%	10.4%	0.0%	89.6%	100.0%
Resala	Percentage of total (N=288)	0.0%	0.0%	0.0%	8.7%	8.7%
	Percentage of the organization's sample (N=25)	0.0%	0.0%	0.0%	100.0%	100.0%



Dar Al-Orman	Percentage of total (N=288)	0.0%	2.4%	0.3%	1.7%	4.5%
	Percentage of the organization's sample (N=13)	0.0%	53.8%	7.7%	38.5%	100.0%
MYF	Percentage of total (N=288)	0.0%	0.3%	0.0%	7.6%	8.0%
	Percentage of the organization's sample (N=23)	0.0%	4.3%	0.0%	95.7%	100.0%
Total		1.7%	13.9%	2.4%	81.9%	100%

$\chi^2 = 43.465$  (N=288),  $p = .000$ .

The majority of the advertisements did not include any religious identification (81.9% - N=236), 13.9% of the sample targeted Muslim audience (N=40), 2.4% targeted both religions (N=7), while only 1.7% (N=5) targeted Christian audience.

The results of a cross tabulation showed that advertisements did not target a specific religious group were distributed within each organization's sample as follows: Resala=100% (N=25), MYF=95.7% (N=22), MEK=89.6% (N=43), CCHF=80.7% (N=117), EFB=70.6% (N=24), and Al-Orman=38.5% (N=5). Regarding the advertisements that targeted Christian audience; only 3.4% of CCHF's advertisements (N=5), while none of the other advertisements were targeted at only Christian audience. On the other hand, advertisements that targeted Muslim audience: Al-Orman=53.8% (N=7), EFB=29.4% (N=10), CCHF=11.7% (N=17), MEK=10.4% (N=5), and MYF=4.3% (N=1), while Resala did not have any advertisement that targeted only Muslim audience. Regarding the advertisements that targeted both groups: Al-Orman=7.7% (N=1), and CCHF=4.1% (N=6), while the rest of the advertisers did not target both religious groups in any of their advertisements.

***RQ3- B: Which types of advertising appeals are used to approach different target groups?*** A Pearson Chi-Square test was conducted to illustrate the relation between charity advertisement appeals and source gender. The relation between these variables was significant ( $X^2=177.565$ , N=288,  $p = .000$ ) (Table 15).

**Table 15:**  
**Advertisement Appeals \* Source Gender**

		Source Gender				Total
		Male	Female	Both	N/A	
Patriotism	Percentage of total (N=288)	4.5%	0.7%	1.7%	0.0%	6.9%
	Percentage of Appeal Type (N=20)	65.0%	10.0%	25.0%	0.0%	100.0%
Altruistic	Percentage of total (N=288)	13.9%	10.8%	11.1%	0.0%	35.8%
	Percentage of Appeal Type (N=103)	38.8%	30.1%	31.1%	0.0%	100.0%
Guilt	Percentage of total (N=288)	3.5%	5.2%	3.8%	0.0%	12.5%
	Percentage of Appeal Type (N=36)	27.8%	41.7%	30.6%	0.0%	100.0%
Egoistic	Percentage of total (N=288)	0.7%	0.3%	1.0%	0.0%	2.1%
	Percentage of Appeal Type (N=6)	33.3%	16.7%	50.0%	0.0%	100.0%
Informational	Percentage of total (N=288)	11.1%	3.8%	4.5%	0.3%	19.8%
	Percentage of Appeal Type (N=57)	56.1%	19.3%	22.8%	1.8%	100.0%
Religious	Percentage of total (N=288)	5.6%	1.0%	0.3%	0.0%	6.9%
	Percentage of Appeal Type (N=20)	80.0%	15.0%	5.0%	0.0%	100.0%
Music	Percentage of total (N=288)	0.0%	0.7%	1.4%	0.0%	2.1%
	Percentage of Appeal Type (N=6)	0.0%	33.3%	66.7%	0.0%	100.0%
Happiness	Percentage of total (N=288)	1.7%	1.0%	1.4%	0.0%	4.2%
	Percentage of Appeal Type (N=12)	41.7%	25.0%	33.3%	0.0%	100.0%
Humor	Percentage of total (N=288)	0.0%	0.0%	0.0%	0.3%	0.3%
	Percentage of Appeal Type (N=1)	0.0%	0.0%	0.0%	100.0%	100.0%
Motivational	Percentage of total (N=288)	0.0%	0.3%	0.7%	0.0%	1.0%
	Percentage of Appeal Type (N=3)	0.0%	33.3%	66.7%	0.0%	100.0%
Success	Percentage of total (N=288)	0.3%	0.0%	0.3%	0.0%	0.7%
	Percentage of Appeal Type (N=2)	50.0%	0.0%	50.0%	0.0%	100.0%
Informational and patriotism	Percentage of total (N=288)	1.0%	0.0%	0.0%	0.0%	1.0%
	Percentage of Appeal Type (N=3)	100.0%	0.0%	0.0%	0.0%	100.0%
Patriotism and religious	Percentage of total (N=288)	0.0%	0.0%	0.3%	0.0%	0.3%
	Percentage of Appeal Type (N=1)	0.0%	0.0%	100.0%	0.0%	100.0%
Music and happiness	Percentage of total (N=288)	0.3%	0.0%	0.0%	0.0%	0.3%
	Percentage of Appeal Type (N=1)	100.0%	0.0%	0.0%	0.0%	100.0%
Music and altruistic	Percentage of total (N=288)	0.3%	0.0%	0.7%	0.0%	1.0%
	Percentage of Appeal Type (N=3)	33.3%	0.0%	66.7%	0.0%	100.0%
Religious and altruistic	Percentage of total (N=288)	1.0%	0.3%	0.0%	0.3%	1.7%
	Percentage of Appeal Type (N=5)	60.0%	20.0%	0.0%	20.0%	100.0%
Informational and altruistic	Percentage of total (N=288)	0.0%	0.3%	0.3%	0.0%	0.7%
	Percentage of Appeal Type (N=2)	0.0%	50.0%	50.0%	0.0%	100.0%
Altruistic and patriotism	Percentage of total (N=288)	1.0%	0.0%	0.0%	0.0%	1.0%
	Percentage of Appeal Type (N=3)	100.0%	0.0%	0.0%	0.0%	100.0%
Religious and	Percentage of total (N=288)	0.3%	0.0%	0.0%	0.0%	0.3%

informative	Percentage of Appeal Type (N=1)	100.0%	0.0%	0.0%	0.0%	100.0%
Happiness and hope	Percentage of total (N=288)	0.0%	0.3%	0.0%	0.0%	0.3%
	Percentage of Appeal Type (N=1)	0.0%	100.0%	0.0%	0.0%	100.0%
Egoistic and religious	Percentage of total (N=288)	0.0%	0.3%	0.0%	0.0%	0.3%
	Percentage of Appeal Type (N=1)	0.0%	100.0%	0.0%	0.0%	100.0%
Motivation and success	Percentage of total (N=288)	0.0%	0.0%	0.3%	0.0%	0.3%
	Percentage of Appeal Type (N=1)	0.0%	0.0%	100.0%	0.0%	100.0%
Total		45.5%	25.3%	28.1%	1.0%	100%

$\chi^2 = 177.565$  (N=288),  $p = .000$ .

The results of a cross tabulation showed that males were more depicted in advertisements with patriotism appeal (65%, N=13), altruistic appeal (38.8%, N=40), informational appeal (56.1%, N=32), religious appeal (80%, N=16), Religious and altruistic appeal (60%, N=3), and happiness appeal (41.7%, N=5). Some of the coded advertisements included two types of appeals that featured only male spokespersons such as Informational and patriotism (100%, N=3), music and happiness (100%, N=1), altruistic and patriotism (100%, N=3), in addition to religious and informative (100%, N=1). Furthermore, success appeal advertisements depicted both genders and male spokespersons equally (50%, N=1).

Regarding the prevalence of female spokespersons, only guilt appeal advertisements featured more female spokespersons (41.7%, N=15). On the other hand, advertisements with mixed appeal types that only featured female spokespersons included egoistic and religious (100%, N=1), in addition to happiness and hope (100%, N=1). Furthermore, Informational and altruistic appeal advertisements featured both genders and female spokespersons equally (100%, N=1).

Finally, both genders were more dominant in advertisements with egoistic appeal (50%, N=3), motivational appeal (66.7%, N=2), music and altruistic appeal (66.7%, N=2) and music appeal (66.7%, N=4). Advertisements with patriotism and religious appeal only featured both genders (100%, N=1), as well as motivation and success appeal advertisements (100%, N=1).

A Pearson Chi-Square test was conducted to illustrate the relation between charity

advertisement appeals and source age groups. The relation between these variables was significant ( $X^2=360.680$ ,  $N=288$ ,  $p = .000$ ) (Table 16).

**Table 16:**  
**Advertisement Appeals \* Source Age group**

		Source Gender													Total
		Children	youth	Adults	Elders	All	Adults & elders	Children & adults	Children & youth	Children, adults, & elders	Children, Youth, & adults	Youth, & adults	youth & Elders	youth, adults, & elders	
Patriotism	% of Appeal Type (N=20)	5.0%	0.0%	30.0%	30.0%	0.0%	10.0%	5.0%	5.0%	0.0%	0.0%	15.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.3%	0.0%	2.1%	2.1%	0.0%	0.7%	0.3%	0.3%	0.0%	0.0%	1.0%	0.0%	0.0%	6.9%
Altruistic	% of Appeal Type (N=103)	12.6%	19.4%	36.9%	6.8%	5.8%	1.9%	7.8%	1.0%	1.9%	1.9%	1.0%	1.0%	1.9%	100.0%
	% of total (N=288)	4.5%	6.9%	13.2%	2.4%	2.1%	0.7%	2.8%	0.3%	0.7%	0.7%	0.3%	0.3%	0.7%	35.8%
Guilt	% of Appeal Type (N=36)	13.9%	2.8%	61.1%	0.0%	2.8%	0.0%	8.3%	2.8%	5.6%	2.8%	0.0%	0.0%	0.0%	100.0%
	% of total (N=288)	1.7%	0.3%	7.6%	0.0%	0.3%	0.0%	1.0%	0.3%	0.7%	0.3%	0.0%	0.0%	0.0%	12.5%
Egoistic	% of Appeal Type (N=6)	0.0%	33.3%	16.7%	0.0%	16.7%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	100.0%
	% of total (N=288)	0.0%	0.7%	0.3%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.1%

<b>Table 16:</b> <b>Advertisement Appeals * Source Age group</b>															
		Source Gender													Total
		Children	youth	Adults	Elders	All	Adults & elders	Children & adults	Children & youth	Children, adults, & elders	Children, Youth, & adults	Youth, & adults	youth & Elders	youth, adults, & elders	
Informational	% of Appeal Type (N=57)	5.3%	8.8%	54.4%	5.3%	0.0%	7.0%	7.0%	0.0%	0.0%	3.5%	1.8%	1.8%	5.3%	100.0%
	% of total (N=288)	1.0%	1.7%	10.8%	1.0%	0.0%	1.4%	1.4%	0.0%	0.0%	0.7%	0.3%	0.3%	1.0%	19.8%
Religious	% of Appeal Type (N=20)	0.0%	0.0%	55.0%	25.0%	0.0%	15.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.0%	0.0%	3.8%	1.7%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	6.9%
Music	% of Appeal Type (N=6)	16.7%	16.7%	16.7%	0.0%	0.0%	16.7%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	16.7%	100.0%
	% of total (N=288)	0.3%	0.3%	0.3%	0.0%	0.0%	0.3%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%	2.1%
Happiness	% of Appeal Type (N=12)	33.3%	8.3%	16.7%	0.0%	8.3%	8.3%	0.0%	8.3%	0.0%	0.0%	8.3%	0.0%	8.3%	100.0%
	% of total (N=288)	1.4%	0.3%	0.7%	0.0%	0.3%	0.3%	0.0%	0.3%	0.0%	0.0%	0.3%	0.0%	0.3%	4.2%
Humor	% of Appeal Type (N=1)	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Motivational	% of Appeal Type (N=3)	33.3%	0.0%	66.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.3%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Success	% of Appeal Type (N=2)	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%

<b>Table 16:</b> <b>Advertisement Appeals * Source Age group</b>															
		Source Gender													Total
		Children	youth	Adults	Elders	All	Adults & elders	Children & adults	Children & youth	Children, adults, & elders	Children, Youth, & adults	Youth, & adults	youth & Elders	youth, adults, & elders	
Information al and patriotism	% of Appeal Type (N=3)	0.0%	0.0 %	66. 7%	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	33. 3%	0.0 %	0.0 %	100.0%
	% of total (N=288)	0.0%	0.0 %	0.7 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.3 %	0.0 %	0.0 %	1.0%
Patriotism and religious	% of Appeal Type (N=1)	0.0%	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100 .0%	0.0 %	0.0 %	0.0 %	100.0%
	% of total (N=288)	0.0%	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.3 %	0.0 %	0.0 %	0.0 %	0.3%
Music and happiness	% of Appeal Type (N=1)	0.0%	10 0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0%
	% of total (N=288)	0.0%	0.3 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.3%
Music and altruistic	% of Appeal Type (N=3)	0.0%	33. 3%	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	33. 3%	33. 3%	0.0 %	0.0 %	100.0%
	% of total (N=288)	0.0%	0.3 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.3 %	0.3 %	0.0 %	0.0 %	1.0%
Religious and altruistic	% of Appeal Type (N=5)	0.0%	0.0 %	20. 0%	60. 0%	20. 0%	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0%
	% of total (N=288)	0.0%	0.0 %	0.3 %	1.0 %	0.3 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	1.7%
Information al and altruistic	% of Appeal Type (N=2)	0.0%	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	50. 0%	0.0 %	0.0 %	0.0 %	0.0 %	50. 0%	0.0 %	100.0%
	% of total (N=288)	0.0%	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.3 %	0.0 %	0.0 %	0.0 %	0.0 %	0.3 %	0.0 %	0.7%
Altruistic and patriotism	% of Appeal Type (N=3)	0.0%	0.0 %	100 .0%	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	100.0%
	% of total (N=288)	0.0%	0.0 %	1.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	0.0 %	1.0%

<b>Table 16:</b> <b>Advertisement Appeals * Source Age group</b>															
		Source Gender													Total
		Children	youth	Adults	Elders	All	Adults & elders	Children & adults	Children & youth	Children, adults, & elders	Children, Youth, & adults	Youth, & adults	youth & Elders	youth, adults, & elders	
Religious and informative	% of Appeal Type (N=1)	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Happiness and hope	% of Appeal Type (N=1)	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Egoistic and religious	% of Appeal Type (N=1)	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Motivation and success	% of Appeal Type (N=1)	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Total		10.1%	11.5%	42.7%	8.7%	3.8%	4.9%	5.9%	1.4%	1.7%	2.4%	3.1%	1.0%	2.8%	100.0%

$\chi^2 = 360.680$  (N=288),  $p = .000$ .

The results of a cross tabulation showed children spokespersons depiction in different appeal advertisements were distributed as follows: 5% of patriotism appeal advertisements featured children spokesperson (N=1), compared to 12.6% (N=13) altruistic appeal, 13.9% (N=5) guilt appeal, 5.3% (N=3) informational appeal, 16.7% (N=1) music appeal, 33.3% (N=4) happiness appeal, 33.3% (N=1) motivational appeal, and 100% (N=1) motivation and success

appeals.

Youth depiction was distributed as follows: 19.4% (N=20) altruistic appeal, 2.8% (N=1) guilt appeal, 33.3% (N=2) egoistic appeal, 8.8% (N=5) informational appeal, 16.7% (N=1) music appeal, 8.3% (N=1) happiness appeal, 100% (N=1) music and happiness appeals, 33.3% (N=1) music and altruistic appeals, and 100% (N=1) happiness and hope.

Adults depiction was distributed as follows: 30% (N=6) patriotism appeal, 36.9% (N=38) altruistic appeal, 61.1% (N=22) guilt appeal, 16.7% (N=1) egoistic appeal, 54.4% (N=31) informational appeal, 55% (N=11) religious appeal, 16.7% (N=1) music appeal, 16.7% (N=2) happiness appeal, 66.7% (N=2) motivational appeal, 100% (N=2) success appeal, 66.7% (N=2) informational and patriotism, 20% (N=1) religious and altruistic, 100% (N=3) altruistic and patriotism, and 100% (N=1) religious and informative.

Elders depiction was distributed as follows: 30% (N=6) patriotism appeal, 6.8% (N=7) altruistic appeal, 5.3% (N=3) informational appeal, 25% (N=5) religious appeal, 60% (N=3) religious and altruistic appeals, and 100% (N=1) egoistic and religious appeals.

All age groups depiction was distributed as follows: 5.8% (N=6) altruistic appeal, 2.8% (N=1) guilt appeal, 16.7% (N=1) egoistic appeal, 8.3% (N=1) happiness appeal, 100% (N=1) humor appeal, and 20% (N=1) religious and altruistic appeals.

Adults and elders' spokespersons depiction was distributed as follows: 10% (N=2) patriotism appeal, 1.9% (N=2) altruistic appeal, 16.7% (N=1) egoistic appeal, 7% (N=4) informational appeal, 15% (N=3) religious appeal, 16.7% (N=1) music appeal and 8.3% (N=1) happiness appeal.

Children and adults' spokespersons depiction was distributed as follows: 5% (N=1) patriotism appeal, 7.8% (N=8) altruistic appeal, 8.3% (N=3) guilt appeal, 7% (N=4) informational appeal, and 50% (N=1) informational and altruistic appeals.

Children and youth' spokespersons depiction was distributed as follows: 5% (N=1)



patriotism appeal, 1% (N=1) altruistic appeal, 2.8% (N=1) guilt appeal, and 8.3% (N=1) happiness appeal.

Children, adults, and elders' spokespersons depiction was distributed as follows: 1.9% (N=2) altruistic appeal, 5.6% (N=2) guilt appeal, and 16.7% (N=1) music appeal.

Children, youth and adults' spokespersons depiction was distributed as follows: 1.9% (N=2) altruistic appeal, 2.8% (N=1) guilt appeal, 3.5% (N=2) informational appeal, 100% (N=1) patriotism and religious appeals, and 33.3% (N=1) music and altruistic appeals.

Youth and adults' spokespersons depiction as follows: 15% (N=3) patriotism appeal, 1% (N=1) altruistic appeal, 1.8% (N=1) informational appeal, 5% (N=1) religious appeal, 8.3% (N=1) happiness appeal, 33.3% (N=1) informational and patriotism appeals, and 33.3% (N=1) music and altruistic appeals.

Youth and elders' spokespersons depiction was distributed as follows: 1% (N=1) altruistic appeal, 1.8% (N=1) informational appeal, and 50% (N=1) informational and altruistic appeals.

Youth, adults and elders' spokespersons depiction was distributed as follows: 1.9% (N=2) altruistic appeal, 16.7% (N=1) egoistic appeal, 5.3% (N=3) informational appeal, 16.7% (N=1) music appeal, and 8.3% (N=1) happiness appeal.

A Pearson Chi-Square test was conducted to illustrate the relation between charity advertisement appeals and target audience religion. The relation between these variables was significant ( $X^2=240.060$ ,  $N=288$ ,  $p = .000$ ) (Table 17).

<b>Table 17: Advertisement Appeals * Target Audience Religion</b>						
		Target Audience Religion				Total
		Christianity	Islam	Both	N/A	
Patriotism	% of Appeal Type (N=20)	0.0%	0.0%	10.0%	90.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.7%	6.3%	6.9%
Altruistic	% of Appeal Type (N=103)	0.0%	6.8%	1.0%	92.2%	100.0%
	% of total (N=288)	0.0%	2.4%	0.3%	33.0%	35.8%
Guilt	% of Appeal Type (N=36)	0.0%	2.8%	0.0%	97.2%	100.0%
	% of total (N=288)	0.0%	0.3%	0.0%	12.2%	12.5%
Egoistic	% of Appeal Type (N=6)	0.0%	16.7%	0.0%	83.3%	100.0%
	% of total (N=288)	0.0%	0.3%	0.0%	1.7%	2.1%
Informational	% of Appeal Type (N=57)	0.0%	14.0%	0.0%	86.0%	100.0%
	% of total (N=288)	0.0%	2.8%	0.0%	17.0%	19.8%
Religious	% of Appeal Type (N=20)	10.0%	65.0%	20.0%	5.0%	100.0%
	% of total (N=288)	0.7%	4.5%	1.4%	0.3%	6.9%
Music	% of Appeal Type (N=6)	0.0%	0.0%	0.0%	100.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.0%	2.1%	2.1%
Happiness	% of Appeal Type (N=12)	0.0%	8.3%	0.0%	91.7%	100.0%
	% of total (N=288)	0.0%	0.3%	0.0%	3.8%	4.2%
Humor	% of Appeal Type (N=1)	0.0%	100.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.0%	0.3%	0.0%	0.0%	0.3%
Motivational	% of Appeal Type (N=3)	0.0%	0.0%	0.0%	100.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.0%	1.0%	1.0%
Success	% of Appeal Type (N=2)	0.0%	0.0%	0.0%	100.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.0%	0.7%	0.7%
Informational and patriotism	% of Appeal Type (N=3)	0.0%	0.0%	0.0%	100.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.0%	1.0%	1.0%
Patriotism and religious	% of Appeal Type (N=1)	100.0%	0.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.3%	0.0%	0.0%	0.0%	0.3%
Music and happiness	% of Appeal Type (N=1)	0.0%	0.0%	0.0%	100.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.0%	0.3%	0.3%
Music and altruistic	% of Appeal Type (N=3)	0.0%	33.3%	0.0%	66.7%	100.0%
	% of total (N=288)	0.0%	0.3%	0.0%	0.7%	1.0%
Religious and altruistic	% of Appeal Type (N=5)	20.0%	80.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.3%	1.4%	0.0%	0.0%	1.7%
Informational and altruistic	% of Appeal Type (N=2)	0.0%	50.0%	0.0%	50.0%	100.0%
	% of total (N=288)	0.0%	0.3%	0.0%	0.3%	0.7%

<b>Table 17: Advertisement Appeals * Target Audience Religion</b>						
		Target Audience Religion				Total
		Christianity	Islam	Both	N/A	
Altruistic and patriotism	% of Appeal Type (N=3)	33.3%	0.0%	0.0%	66.7%	100.0%
	% of total (N=288)	0.3%	0.0%	0.0%	0.7%	1.0%
Religious and informative	% of Appeal Type (N=1)	0.0%	100.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.0%	0.3%	0.0%	0.0%	0.3%
Happiness and hope	% of Appeal Type (N=1)	0.0%	0.0%	0.0%	100.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.0%	0.3%	0.3%
Egoistic and religious	% of Appeal Type (N=1)	0.0%	100.0%	0.0%	0.0%	100.0%
	% of total (N=288)	0.0%	0.3%	0.0%	0.0%	0.3%
Motivation and success	% of Appeal Type (N=1)	0.0%	0.0%	0.0%	100.0%	100.0%
	% of total (N=288)	0.0%	0.0%	0.0%	0.3%	0.3%
Total		1.7%	13.9%	2.4%	81.9%	100.0%

$\chi^2 = 240.060$  (N=288),  $p = .000$ .

The results of a cross tabulation showed that only 10% of the patriotism appeal advertisements (N=2) included religious identification depicting spokespersons of both religious groups. 7.8% (N=8) of altruistic appeal advertisements included religious identification (Islam= 6.8% - N=7, Both=1% - N=1), 65% (N=13) of religious appeals advertisements included Muslim spokespersons, compared to 20% (N=4) of both religious groups and 10% (N=2) Christian spokespersons. 80% (N=4) of religious and altruistic appeals advertisements included Muslim spokespersons, compared to 20% (N=1) that included Christian spokesperson.

2.8% of guilt appeal advertisements included Muslim spokespersons (N=1). 16.7% (N=1) of egoistic appeal advertisements included Muslim spokespersons, 14% (N=8) of informational appeal advertisements included Muslim spokespersons, 8.3% (N=1) happiness appeal, 100% (N=1) humor appeal, 33.3% (N=1) music and altruistic appeals, 50% (N=1) informational and altruistic appeals, 100% (N=1) religious and informative appeals, and 100% (N=1) egoistic and religious appeals.

100% (N=1) of patriotism and religious appeal advertisements and 33.3% (N=1)

altruistic and patriotism appeal advertisements included Christian spokespersons.

#### **Research Question 4**

*How do answers to RQs 1, 2 and 3 enhance our understanding of the charity organizations' advertising landscape in Egypt?* The results of this study has revealed many insights about the charity organizations' advertising landscape in Egypt. First of all, the results of the first research question showed that slightly more than half the advertisements included unframed messages, and the most used type of frame is the gain frame where the advertisers stress the gains associated with compliance. Moreover, this also shows that the least used type of message framing is the loss frame where the advertiser stresses the losses associated with noncompliance. The relation between these variables was significant ( $X^2=57.205$ ,  $N=288$ ,  $p=.000$ ) (Table 1).

The first research question also showed that the most used type of image/story by charity advertisers in Egypt is the positive image/story, although charity organizations usually deal with poverty, sickness, hunger, etc.; the used type of images/stories are mostly positive. On the other hand, negative image/story was the least used type of image/story in all the sample. The relation between these variables was significant ( $X^2=69.146$ ,  $N=288$ ,  $p=.000$ ) (Table 2).

Regarding the use of temporal framing, most of the advertisements included no temporal framing. The use of long temporal framing is the most used type of temporal framing within the total number of advertisements that included temporal framing. The relation between these variables was significant ( $X^2=54.635$ ,  $N=288$ ,  $p=.000$ ) (Table 3).

Donation reframing also was not commonly used by charity organizations where the majority of the advertisements included no donation reframing. The results showed slight difference between the use of daily donation reframing, and yearly donation reframing, although the daily donation reframing was used more than the yearly donation reframing. The

results also showed that the least used type of donation reframing is the monthly reframing technique. The relation between these variables was significant ( $X^2=153.395$ ,  $N=288$ ,  $p=.000$ ) (Table 4).

Regarding the victim message strategy, most of the advertisements depicted a victim although the majority of the depicted victims were unidentified victims. The relation between these variables was significant ( $X^2=35.387$ ,  $N=288$ ,  $p=.000$ ) (Table 5). The majority of the advertisements that depicted a victim/s showed a group of three or more individuals, while the depiction of two individuals was the least among advertisements. Most of the advertisements that depicted a victim/s included victim/s that belong to one age group, where children were the most depicted victim/s among all advertisements, and youth were the least. Most of the advertisements depicted victim/s of both genders, while female victim/s were the least depicted victim/s' gender. The most type of depicted victim/s within the advertisements that depicted a victim/s were sick/ill victim/s and the least type was illiterate victim/s.

The results also showed that most of the advertisements depicted a spokesperson/s, where the most common type of spokesperson is the typical person type, followed by celebrities and the least depicted type is the CEO. There was a significant relationship with the following variables: CEO ( $X^2=64.969$ ,  $N=288$ ,  $p=.000$ ); Experts ( $X^2=33.026$ ,  $N=288$ ,  $p=.000$ ); Typical persons ( $X^2=41.073$ ,  $N=288$ ,  $p=.000$ ); Celebrity ( $X^2=29.872$ ,  $N=288$ ,  $p=.000$ ); and N/A ( $X^2=32.000$ ,  $N=288$ ,  $p=.000$ ) (Table 6).

Regarding the use of appeals in charity advertisements, the altruistic appeal is the most used type of appeal followed by the informational then the guilt appeal. The relation between these variables was significant ( $X^2=147.568$ ,  $N=288$ ,  $p=.004$ ) (Table 7). The results also showed a prevalent use of emotional appeal versus rational appeal type, and that positive appeal characteristics is the most used appeal characteristic compared to the neutral appeal

characteristic which is the least used type. The testimonial advertisement framework was the most used advertisement framework, compared to the dramatization and the demonstration techniques which were equally the least used techniques. The relation between these variables was significant ( $X^2=98.754$ ,  $N=288$ ,  $p=.000$ ) (Table 8).

The findings of the second research question showed that charity organizations in Egypt mostly congruently use a gain frame with a positive image/story, and a mixed frame with a mixed image/story, while marginally congruently use a loss frame with a negative image/ story and the non-framed message with a neutral image/ story. The relation between these variables was significant ( $X^2=30.733$ ,  $N=288$ ,  $p=.000$ ) (Table 9).

The results also showed that in the majority of the advertisements within the frame type, advertisers congruently use the gain frame with a positive appeal characteristic, while minimally use a loss frame with a negative advertisement appeal, and an unframed message with a neutral appeal characteristic. The relation between these variables was significant ( $X^2=15.029$ ,  $N=288$ ,  $p=.020$ ) (Table 10).

Moreover, advertisers mostly use the negative image/story with a negative appeal characteristic, and the positive image/story and a positive appeal characteristic, while minimally use a neutral image/story and a neutral appeal characteristic. The relation between these variables was significant ( $X^2=194.002$ ,  $N=288$ ,  $p=.000$ ) (Table 11).

The findings of the third research question showed that charity organizations mainly target male audiences, and that females are the least targeted group. The relation between these variables was insignificant ( $X^2=16.444$ ,  $N=288$ ,  $p=.353$ ) (Table 12). Thus this means that although the depiction of male spokespersons is higher than the depiction of females or both genders, the lack of statistical significance means that there is no relationship between both variables.

The results also showed that adults were the most depicted age group, which denotes that charity organization mainly target adult groups. The relation between these variables was significant ( $X^2=134.854$ ,  $N=288$ ,  $p = .000$ ) (Table 13).

Most of the advertisements included no religious identification, which shows that the religious group is not among the target audience criteria of the charity organizations. The relation between these variables was significant ( $X^2=43.465$ ,  $N=288$ ,  $p = .000$ ) (Table 14). The findings showed that the most identified religious group is Islam, although during the coding process the researcher concluded that religious identification is usually related to the nature of the advertised program or service. This means that if the advertised service or program is religious such as Ramadan, the advertisement would probably include a religiously identified spokesperson such as a Sheikh if targeting Muslims, or a Priest if targeting Christians.

Regarding the types of appeals used to approach different groups. The relation between these variables was significant ( $X^2=177.565$ ,  $N=288$ ,  $p = .000$ ) (Table 15). The findings show that males who were the most depicted gender among all advertisements, were more depicted in advertisements with patriotism appeal, altruistic appeal, informational appeal, religious appeal, happiness appeal, informational and patriotism appeals music and happiness appeals, religious and altruistic appeals, altruistic and patriotism appeals, and religious and informative appeals.

Regarding the age group, adults who were the most depicted age group among all advertisements were more depicted in advertisements with altruistic appeal, guilt appeal, informational appeal, religious appeal, motivational appeal, success appeal, informational and patriotism, altruistic and patriotism, and religious and informative. The relation between these variables was significant ( $X^2=360.680$ ,  $N=288$ ,  $p = .000$ ) (Table 16).

Furthermore, Muslim spokespersons who were the most depicted among both religious

groups were more featured in religious appeal advertisements, humor appeal advertisement, religious and altruistic appeal advertisements, religious and informative appeal advertisements, and egoistic and religious appeal advertisement. The relation between these variables was significant ( $X^2=240.060$ ,  $N=288$ ,  $p = .000$ ) (Table 17).



## **VIII. Discussion and conclusion**

This thesis aimed at understanding the types of frames used by charity organizations in Egypt, in addition to exploring the Egyptian TV charity advertisements' characteristics in general due to the lack of academic research tackling this area in Egypt. The researcher conducted a mixed method purposive sampling technique to select the sample from the official YouTube channels of the top six charity organizations in Egypt.

### **Message Framing**

Framed charity advertisements (49.7%) were found to be slightly less than unframed charity advertisements (50.3%), a finding that could be considered almost equal on the aggregate level considering the very trivial difference. Although this result shows the opposite of what Chang and Lee (2008) claimed about the frequent use of framing by marketers, where the majority of the advertisements used no framing at all, despite the minor difference still it doesn't indicate a frequent use of framing by advertisers except for MYF who was the only advertiser that used framing in all advertisements. On the other hand, CCHF used message framing the least in its advertisements, where only 32.4% of its advertisements included a framed message. Moreover, EFB used framing in half of its advertisements, compared to the MEK (72.9%), Resala (56%), and Al-Orman (53.8%) who used framed messages more than unframed messages. This shows that either charity advertisers are not aware of the importance and the effectiveness of message framing or this due to the different type of market and audience.

Regarding the type of frames; the findings showed that only one advertisement included a loss framed message (CCHF), while the gain frame was found to be the most prevalent message frame type in all framed advertisements. The findings are also similar to the study conducted by Chien (2014) that investigated organ donations posters.

Moreover, the results showed that the Egyptian charity advertisers agree that the use of a loss frame is not significantly more effective than the use of a gain frame, which is a finding that supports other research finding such as O’Keefe, Ganzach, Weber, and Or (1997); Jensen (2006) and Chien (2014). On the other hand, the findings oppose the claims by Chang and Lee (2008) where a negative framed message in charity communication is more effective than a positive framed message in persuading the audience to donate. Although the results can indicate that charity advertisers in Egypt believe that the use of a gain framed message is more effective than the use of a loss framed message, a similar finding of the study conducted by O’Keefe & Jensen (2008). Finally, Chien (2014) praised the avoidance of using a mixed frame message, and the results of this study showed a very minimal use of the mixed frame.

#### **Image and story Valence/vividness**

The use of a negative image/story was found to be the least used type of image/story on the aggregate and the individual level, compared to the use of a positive image/story which was found to be the most used type of image/story on the aggregate level only. On the other hand, the use of positive image/story was found to be dominant in advertisements by CCHF (69%), Resala (64%), and MYF (56.5%), but not dominant in advertisements by MEK (45.8%), EFB (38.2%), and Al-Orman (15.4%).

The use of a mixed image/story was found to be the second used type of image/story, MEK ranked first in its use of a mixed image/story while MYF ranked the least among advertisers. Regarding the use of a neutral image/story EFB ranked first, compared to Al-Orman which ranked the least among advertisers.

The results show the opposite of the recommendations by Burt & Strongman (2004) where the results of their study showed that the more the image induces negative feelings that more the audience will donate. The results also showed the opposite of previous research findings by Pratkanis and Aronson (1992) and Thornton et al. (1991) (as cited in Chang and

Lee, 2008). Since the majority of the advertisements included a positive image/story, and donations collected by charity organizations are still increasing this suggests that either there is no relation between the type of image used and the audience's intention to donate, or the Egyptian target audience is different in its message reception than those who were included in the study conducted by Burt & Strongman (2004). This matter should be further investigated in future research to fully understand the most effective type of image/story on the Egyptian audience.

### **Congruency between message framing and image valence**

The results showed minimal congruency between the frame type and the image/story valence, where the majority of the advertisements incongruently used the type of frame and the type of image/story. The results showed a congruency between the use of a positive image/story and a gain frame in 24% of all advertisements (N=69), which is considered an almost 50% of all framed messages (N=143), 50.7% of all gain framed messages (N=136), and 41.5% of all positive image/story advertisements (N=166).

The results also showed 0% congruency between the use of a loss frame and a negative image/story. According to Chang and Lee (2009) the congruency between the used frame and the image valence eases the information processing, and enhances the framing effect especially when both are negative. The lack of congruency in the use of negative image and frame type could partly be due to the very minimal use of loss framed messages.

The results could suggest that charity advertisers in Egypt may do well to consider the congruent use of the type of frame and image/ story in their future communication as recommended by Chang and Lee (2008), and other previous research findings as mentioned in their study.

### **Temporal Framing**

The results showed that the majority of advertisements did not include any temporal framing (64.6%, N=186), although the use of long temporal framing was more predominant than the use of short temporal framing, where EFB, Ressala, and Al-Orman had no single advertisement with a short temporal framing. Among the charity organizations, MYF was the least among all organizations in using temporal framing where only 4.3% of its advertisements included short temporal framing and none of its advertisements included long temporal framing. On the other hand, Resala was the most among all organizations in using temporal framing where 60% of its advertisements included long temporal framing and non-included short temporal framing. CCHF was the most among all advertisers in using short temporal framing where 15.2% of its advertisements included short temporal framing, although it's the least among all organizations in using long temporal framing in its advertisements (17.9%).

The findings indicate that the use of statistics, figures, or time range whether short or long is not a commonly used technique by charity advertisers in Egypt, where only 35.4% of all advertisements included statistics or figures in its communication. According to Chang and Lee (2009) the use of small figures (statistics) or small range (i.e. everyday) plays an important role in improving persuasion as it makes the aim seem more reachable, and thus increases the audience's potentiality to donate. On the other hand, Chang and Lee (2009) also pinpointed the opposite effect of using a short temporal framing in communication, as it may convey an undervalued image of the organization's cause, compared to the long temporal framing that may convey a more severe perception of the cause. Accordingly, the results show that advertisers are more prone to the use of long temporal framing thus agree to the second opinion as stated by Chang and Lee (2009) regarding increasing the perception of the cause's severity, except for MYF which according to the results seems to be supporting the first opinion that

supplements the use of short temporal framing in increasing persuasion through making the cause seem more achievable.

### **Message Framing, Image/story valence, and Temporal Framing**

Chang and Lee (2008) suggested that the use of short temporal framing is more recommended than the use of long temporal framing especially when used with a congruently loss framed message and a negative image/story. Accordingly, the researcher had to analyze how the advertisers utilize message framing, image/story, and temporal framing. Although the results already showed that the use of loss framed messages was very minimal (N=1); accordingly the researcher analyzed the use of a positive frame and image/story to understand how advertisers utilize temporal framing with them. The results showed that advertisers used long temporal framing in advertisements with gain frame and positive image/story (N=23), compared to short temporal framing (N=5), and no temporal framing (N=41). On the other hand, advertisers used both temporal framing (short and long) equally with advertisements that congruently used mixed framed message along with mixed image/story (N=1).

### **Donation Reframing**

The results showed that more than half the advertisements included no donation reframing (68.4%), which means that the majority of the advertisements call for donations but they do not ask the donors to donate a certain amount of money (i.e. 5 LE) or donate on a regular basis (i.e. Daily, Monthly, or Yearly). According to Sudhir, Roy, and Cherian (2016), reframing yearly donations into smaller amounts to be donated daily makes the donation seem more affordable, which is called the “pennies a day strategy” (Gourville, 1998, as cited in Sudhir, Roy, & Cherian, 2016, p.13). Although the results of the study conducted by Sudhir, Roy, and Cherian (2016) showed that monthly temporal framing have a higher impact in increasing the number of donors and donations than daily reframing, thus refuting the “pennies a day hypothesis” (p.13), the results of this study showed that the Egyptian charity advertisers

utilize the use of a daily donation reframing the most in the donation reframed advertisements (N=44), although the slight amount of advertisements that employed the daily donation reframing doesn't lend much support to the "pennies a day hypothesis" (Sudhir, Roy, & Cherian, 2016, p.13). On the other hand, the results showed that the use of monthly donation reframing was the least among other types of donation reframing, which opposes the recommendations by Sudhir, Roy, and Cherian (2016). This difference in the results of this study and the results of the study conducted by Sudhir, Roy, and Cherian (2016) could be related to the different nature of the target audience, where the other study was conducted in India.

### **Victim message strategy**

The ultimate goal of any charity organization is to generate donations; accordingly charity advertisements mainly are tools for the organizations to reach their ultimate goal. In order for the advertisement to fulfil its role of persuading the audience to take an action and donate to this organization, an advertisement should trigger the audience's sympathy with the victim/s or the cause. The audience's sympathy will ultimately lead to more donations according to the results of previous laboratory experiments (Bagozzi & Moore 1994; Batson et al. 1997; Coke, Batson, & McDavis 1978 as cited in Sudhir, Roy, & Cherian, 2016).

According to the results of this study the majority of the advertisements depicted at least one victim (80.2%, N=231), which shows the Egyptian charity organizations' understanding of the importance or the significant effect of the anecdotal evidence over the statistical evidence (see also: Freriksen, 2014; Sudhir, Roy, & Cherian, 2016). On the other hand, the findings showed a minimal use of identified victims in its advertisements (19.1%, N=44), although previous research has shown significant support for using identified victims in increasing donations and donors in addition to stimulating stronger responses, "the identified victim effect" (Sudhir, Roy, & Cherian, 2016, p.31; Chang & Lee, 2008; Freriksen, 2014,

Small, 2011 as cited in Sudhir, Roy, & Cherian, 2016). According to the results of previous researches, charity organizations in Egypt should consider identifying the victim in future communication, to increase audience's sympathy, and compassion, that will ultimately lead to more donations and donors.

The majority of the coded advertisements depicted children victims only (N=145), in addition to other advertisements that included children victims among victims of other age groups (N=41). According to the results of the four experiments conducted by Burt and Strongman (2004), using children images in charity advertisements elicits emotional reactions, and the more the children images elicit negative emotions the more this will lead to more donations. Although, the results of this study showed that only 10.3% of the advertisements that depicted children victims only used negative image/story, compared to 64.8% that used positive image/story.

### **Spokespersons/Source Types**

Typical person spokespersons were the most depicted type of spokesperson among all advertisements, followed by the use of celebrities, and the use of CEO's was the least used among all advertisers. The most used type of typical person spokespersons was real beneficiaries followed by model beneficiaries (paid actors playing the victim/beneficiary role). Accordingly, this again shows that charity advertisers in Egypt are playing on evoking the affective response of the donors through using anecdotal evidence, which according to Freriksen (2014) eases the audience's identification with the spokesperson, explaining that the more the audience feels that the story is self-relevant the more they feel it is more personal. This means that for example; seeing a story of a real cancer patient will make the audience relate this story to the story of a real cancer patient that he/she knows, thus will be more sympathized with the story and donate. The more the victims seem similar to the audience, the

less the social distance will be and the more the audience will sympathize and donate (Sudhir, Roy, & Cherian, 2016).

The results of this study showed prevalence of celebrity endorsement in charity advertisements in Egypt. According to Clow and Baack (2007) the use of celebrity endorsement in charity organizations advertisements increases the organization's credibility and can lead to more support and donation from the audience. Knott & James (2004) also stated that the use of celebrity endorsements is associated with message persuasiveness (as cited in Chouhoud, 2015). The results of the study conducted by Areerut and Samuel (2014) showed that celebrity endorsement is recommended by 12.37% of the respondents to their survey. The majority of the endorsed celebrities were actors/actresses followed by the use of religious figure, although this contradicts the results of the study conducted by Chouhoud (2015) explaining that the Egyptian audience is more affected by religious figures than celebrities due to the religious nature of Egyptians. Moreover, Chien (2014) stated the use celebrity endorsement is considered among the most effective strategies.

### **Advertisement Appeal Types**

The results of this study showed that the majority of charity advertisements in Egypt employed emotional appeals, rather than rational appeals. According to Sudhir, Roy, and Cherian (2016), psychology specialists posited that people are more motivated to perform an action by emotions rather than cognition; suggesting that triggering emotions can be more effecting at inducing donations. Moreover, Huhmann and Brotherton (1997) and Gayatri (2008) stated that charity advertisers mainly depend on emotional appeals, which is similar to the findings of this study. The results of the study conducted by Huhmann and Brotherton (1997) showed that the 21.6% of the advertisements that used guilt appeal were charity advertisements, and that fear appeals are mostly used in PSA's according to Gayatri (2008). However, the results of this study showed that altruistic appeal (29.8%) is the most used appeal



among charity advertisers in Egypt, followed by the use of guilt appeal (12.5%) and the least used appeal was the humor appeal (0.3%).

The results of this study are also congruent to the results of the study conducted by Chien (2014) where the majority of the coded advertisements used altruistic-gain framed messages rather than egoistic-gain framed message. Moreover, the results of this study showed that 19.4% (N=56) of the advertisements used altruistic-gain framed message, compared to 3.7% (N=5) of the advertisements that used egoistic-gain framed message. According to Langer (2013) the utilization of a gain framed message and an altruistic appeal rather than an egoistic appeal yields to more persuasion.

Regarding the utilization of the appeal type and the appeal category the results showed that the majority of altruistic appeal, patriotism appeal, egoistic appeal, religious appeal, motivational appeal, and success appeal advertisements, were coded as emotional appeal advertisements. The results also showed that all guilt appeal advertisements were coded as emotional appeal advertisements, and the majority of informational appeal advertisements were coded as rational appeal advertisements. These results show that there is high congruency between the type of appeal used and the appeal category used, indicating that the overall message strategies are mostly congruent with the type of utilized appeal. According to Clow and Baack (2007) the definition of the appeal (rational or emotional) resembles the message strategy (rational or emotional). The results also showed that the majority of the advertisements utilized a positive appeal, rather than a negative or a neutral appeal. Although, Huhmann and Brotherton (1997) and Gayatri (2008) stated that negative emotional appeals are most commonly used by charity advertisers, which is the opposite of the findings of this study.

### **Target groups**

“Consumers are more inclined to be influenced by a message delivered by a person who is some-how similar (Clow & Baack, 2007, p. 215). In light of the previous sentence that

explains the concept of identification, the researcher analyzed the characteristics of the spokesperson in the sample to be able to identify the target groups that the charity organizations are aiming to reach.

Most of the advertisements depicted male spokesperson (N=131), compared to females who were only depicted in (N=73), other advertisements depicted both genders (N=81). Accordingly, this shows that male spokespersons appeared in 57.9% (N=212) of the advertisements, and female spokespersons appeared in 42.1% (N=154) of the advertisements. According to the researcher, the reason for targeting males more than females could be because in Egypt, the dominant perception has traditionally been that the man is usually the primary breadwinner.

Regarding the depiction of age groups, the results showed that adults spokespersons were the most dominant age group among all spokespersons (N=189), followed by youth (N=75) this finding seems reasonable to the researcher since adults are the main target group that can afford to donate to charity organizations, and youth are the near future adults.

Children spokespersons appeared the most in CCHF advertisements (13.8%), which seems to the researcher as a logical finding since the organization is specialized in children cancer patients, although MYF who is specialized in children heart patients was the least of the organizations that depicted children spokesperson (4.3%). Youth spokespersons appeared the most in Resala advertisements (36%), which also seems as a logical finding to the researcher since the organization mainly depends on youth volunteers. The depiction of all age groups was the highest in MEK advertisements (10.4%), which is another logical finding to the researcher since MEK's services are aimed to all age groups. The depiction of children and adults was the highest in EFB advertisements (11.8%), which is another valid finding to the researcher since the organization mainly aims to providing food to poor families.

Finally, most of the advertisements did not include any religious identification (81.9%), the researcher justifies this because all of these organizations provide their services to all beneficiaries regardless of their religious group. The use of religious identification was mostly associated with the nature of the service or the program, such as Ramadan programs, Zakat donations, or Odheya which are all Islamic donation programs that mainly target Muslims. On the other hand, CCHF was the only charity organization that use Christian spokespersons in 3.4% of its advertisements, and the advertisements were usually associated with the celebration of Christian feasts. Resala was the only charity organization that did not include any religious identification in any of its advertisements, especially that almost all of its advertisements ends with a sentence that states that the organization does not support any religious or political parties. Moreover, according to the researcher the findings showed that the religious group of the target audience is not one of the segmentation criteria of the charity organizations, unless the program is of a religious nature.

In conclusion, the use of framed messages in charity advertisements in Egypt is not very common, the use of positive image/story was found to be the most prevalent in charity advertisements in Egypt, and there was a minimal congruency between the used frame type and the image/story type. The findings indicate that the use of temporal framing is very minimal, and that charity advertisers on the other hand prefer the use of anecdotal evidence to the use of statistical evidence. Also, the results showed no support for the pennies a day strategy except for MYF, and is not following the recommendations of Sudhir, Roy, & Cherian, 2016 of using the monthly temporal framing as it was the least used type. The results also showed that donation reframing is not of the message strategies followed by the charity advertisers in Egypt. Regarding the portrayal of victims, children are of the most depicted type of victims among all charity advertisements. Moreover, charity organizations in Egypt tend not to identify

the portrayed victims in their advertisements, although identifying the victims could lead to more donations and donors, a matter that can be explored in further studies.

Charity advertisements in Egypt mainly depict typical person spokesperson, followed by celebrities. The most used celebrity type is actors/actresses followed by religious figures. Moreover, charity advertisements mainly target adult male donors more than female donors, and the religious group is not of their target audience characteristics unless the advertised program is purely religious. Furthermore, more extensive research should analyze whether or not the portrayed target groups reflect the characteristics of the actual donors' profile of these organizations.

<b>Table 18</b>	
<b>Conclusion summary</b>	
Message framing	The majority of the advertisements were unframed; this denotes that message framing is not a very common strategy by charity advertisers in Egypt. The results also show that charity advertisers praise the use of gain frames over the use of loss frames.
Image and story valence/vividness	The majority of the advertisements included positive images/stories, which shows that charity advertisers do not praise inducing negative feelings or that they believe that inducing the audiences' negative feelings will not lead to more donations. This suggests that either charity organizations believe that positive image/stories leads to more donations or donor, or that there is no relation between both variables.
Message framing and image and story valence/vividness	The results showed minimal congruency between both variables in the majority of the advertisements. Although showed almost 50% congruency between the gain frame and the positive image/story in all framed advertisements.
Temporal framing	The results showed that the majority of the advertisement didn't include any temporal framing. It also showed that the majority of the temporal framed advertisements used long temporal framing. This indicates that the use of statistics, figures, or time range is not a common used strategy by charity advertisers in Egypt. It also insinuate that charity advertisers are more prone to using anecdotal evidence over statistical evidence.
Donation Reframing	The results showed that the majority of the advertisements didn't include any donation reframing. Although, the use of daily donation reframing was the most prevalent among the donation reframed advertisements, and the monthly temporal reframing was the least.

Victim message strategy	The results showed that most of the advertisements depicted a victim/s. It also showed that most of the depicted victims were unidentified. The majority of the depicted victims were children.
Spokesperson/Source type	The most depicted type of spokesperson is the typical person type, followed by the use of celebrities. The most depicted celebrities are actors and actresses followed by religious figures. The least used spokesperson type is the CEO.
Advertisement appeal	The most employed single advertisements appeal is the altruistic appeal and the least was the egoistic. The mixed appeals were used minimally and were coded as others. Most of the advertisements employed an emotional appeal, and the majority of the appeals were positive.
Target groups	The majority of the depicted spokespersons were male who belonged to the adults age group. Most of the advertisements did not identify the religious group of the spokesperson.

## **IX. Limitations**

The use of a non-probability sample is considered a limitation for this study as it will hinder the results to be generalized. Also, collecting the sample from the YouTube channels of the charity organizations could be another limitation, as this does not guarantee that the aired advertisements are all the advertisements that charity organizations have broadcast on TV. Accordingly, further studies could either collect the sample directly from TV although the time frame would rather be shorter, or it could be collected directly from the charity organizations. Moreover, the findings of this study might be a result of a research artifact since the unit of analyses' volume was not equally distributed, and CCHF's sample contributed to half of the total study sample. This was justified in the sampling procedure as the distribution depended on the total number of aired advertisements by each organization. Finally, The limited literature available on charity advertisers in Egypt is also considered a limitation for this study.

## **X. Recommendations**

The current project is one of only a few endeavors that tackle the Egyptian charity advertising landscape, which remains in need of further scholarly exploration. While the use of content analysis is considered a valuable method for understanding the message content, it cannot infer the messages' impact. Therefore, this study could serve as groundwork for future studies that would analyze the impact of charity advertisements on various target groups' affective, cognitive, and conative response to those messages via audience research such as experiments, surveys, or focus groups. Moreover, further studies could conduct interviews with marketing managers of charity organizations in Egypt to understand their objectives, strategies, and tactics, in addition to understanding the characteristics of their intended target audience and their current donors.

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## **XII. Appendix I**

### **Code Book:**

#### **General Data:**

- 1. Unit of analysis ID:** Each unit of analysis is associated with an identification number.
- 2. The organization source (the advertiser):** 1= 57357 Children's Cancer Hospital 2= Egyptian Food Bank, 3= Misr El-Kheir Foundation, 4= Resala Organization, 5= Dar Al-Orman Association, 6= Magdi Yacoub Foundation.
- 3. Airing date:** The full date to be written in the following format (DD/MM/YY).
- 4. Advertisement length:** 1= 10 seconds to 30 seconds, 2= 31 seconds to 60 seconds, 3= 61 seconds to 90 seconds, 4= 90 seconds to 120 seconds.

#### **Advertisement characteristics:**

- 5. Message frame type:** 1= Gain frame, 2= Loss frame, 3= Mixed frame, 4=None.
- 6. Image valence/vividness:** 1= Negative image/story, 2=Positive image/story, 3=Mixed image/story, 4=Neutral image/story.
- 7. Temporal framing:** 1= Short, 2= Long, 3= None
- 8. Donation reframing:** 1= Daily, 2= Monthly, 3=Yearly, 4=None.
- 9. The advertisement is a:** 1=Narrated advertisement, 2=Role playing advertisement, 3=Storytelling advertisement, 4= Jingle advertisement, 5=Other:.....
- 10. What is the main story of the advertisement?:** 1= It is about the story of one victim, 2= It is about the story of one category of victims (i.e. sick children, poor women, etc.), 3= It explains how to donate, 4= It is a jingle advertisement, 5= It is about specific program/service, 6= It is about the organization, 7= It is about the story of one donor/visitor/volunteer, 8= It is about the story of more than one donor/visitor/volunteer, 9= It's about the employees, 10= it's about more than one victim category, 11= Other:....

- 11. Victim identification:** 1= Identified victim/s, 2=Unidentified victim/s, 3=N/A (Please go to question 19)
- 12. Victim/s role in the advertisement:** 1=The victim/s acts and speaks, 2= the victim/s acts and a narrator narrates his/her story, 3=the victim/s acts and a story teller tells his/her story, 4= the victim/s acts only without narration, or storytelling, 5=The victim/s acts and speaks, and a narrator also narrates the story, 6=The victim/s acts and speaks, and a story teller also narrates the story, 7= N/A, 8=Other:.....
- 13. Number of victim/s:** 1= One individual, 2= Two individuals, 3= Group (three or more individuals), 4= N/A
- 14. Victim/s gender:** 1=Male, 2= Female, 3=Both, 4=N/A
- 15. Victim/s age group (You can choose one or more answers):** 1=Children, 2=Youth, 3=Adults, 4=Elders, 5=N/A, 6= Children, Adults, and Elders, 7= Adults and Elders, 8= Children and adults, 9= Children and Elders, 10= Children and Youth, 11= Children, Youth, and Adults, 12= All, 13=Other:....
- 16. Victim/s type:** 1=Sick/ill, 2=Poor, 3=Unemployed, 4=Illiterate, 5= Imprisoned, 6= N/A, 7=Other:....
- 17. Advertisement Framework:** 1= Animation, 2=Slice of life, 3=Testimonial, 4=Fantasy, 5=Informative, 6=Dramatization, 7=Authoritative, 8= Demonstration, 9= N/A, 10=Other:....
- 18. Advertisement Message strategy:** 1= Affective, 2=Cognitive, 3=Conative
- 19. Type of message strategy:** 1=Resonance message strategy, 2= Emotional message strategy, 3= Goal message strategy, 4=Achievement message strategy, 5= Generic message strategy, 6= Preemptive message strategy, 7=Unique selling proposition, 8=Hyperbole message strategy, 9=Comparative advertisement message strategy,

10=Action inducing conative message strategy, 11= Promotional support conative message strategy, 12= Other:.....

**20. Call for action:** 1=Verbal, 2=Visual, 3=Both, 4=No call for action (Please go to question 22)

**21. Call for action type:** 1= Donation, 2= Volunteer, 3= Both, 4= Call, 5=N/A, 6=Other:..... (Please specify)

**22. What is the role of the source or the spokesperson in the advertisement? (You can choose one or more answer):** 1=Narrator (only if the advertisement doesn't show people), 2=Storyteller, 3= Role player, 4= N/A (Please go to question 31), 5= Other:.....

**23. Source and spokesperson endorsement type (You can choose one or more answer):** 1= CEO (Please go to question 28), 2=Experts (Please go to question 27), 3=Typical persons (Please go to question 26), 4= Celebrity (Please go to question 24), 5= N/A (Please go to question 28), 6= Other:..... (Please go to question 28),

**24. Celebrity endorsement type:** 1=Unpaid spokespersons, 2= Celebrity voice-overs, 3= Dead person endorsement, 4= N/A, 5= Other:.....

**25. Celebrity endorsement sub category (Please go to question 28):**

1=Actors/Actresses, 2=Singers/Bands, 3=Sports players/teams, 4=Religious figures, 5=Media professionals, 6= N/A, 7= Other:.....

**26. Typical person endorsement type (Please go to question 28):** 1= Paid actors or models (playing the victim/s family role), 2= Paid actors or models (playing other roles), 3=Employees, 4= Donors, 5=Volunteers, 6=Beneficiaries (real people), 7= Beneficiaries family members (real people), 8= Narrator (only if the advertisement doesn't show people), 9= N/A, 10= Other:....., 11= Model Beneficiary, 12=Model Donor



**27. Expert person endorsement type:** 1= Physicians/doctors, 2= Businessmen/Business women, 3=Governmental Officials, 4= N/A, 5= Other:.....

**Target Group:**

**28. Source Gender:** 1=Male, 2=Female, 3=Both, 4=N/A

**29. Source Age group (You can choose one or more answers):** 1=Children, 2=Youth, 3=Adults, 4=Elders, 5= All, 6= Adults and elders, 7=Children and adults, 8= Children and youth, 9= Children, Adults, and Elders, 10= Children, Youth, and adults, 11= Youth, and adults, 12= Youth and Elders, 13= Youth, adults, and elders, 14=N/A

**30. Target Audience Religion:** 1= Christianity, 2=Islam, 3=Both, 4=N/A

**31. Different VO:** 1=Yes, 2=No, 3=The narrator is the VO, 4= The story teller is the VO, 5= The role player is the VO

**32. VO gender:** 1=Male, 2=Female, 3=N/A

**33. VO age group:** 1=Children, 2=Youth, 3=Adults, 4=Elders, 5=N/A

**Advertisements Appeals:**

**34. Advertisement Appeal Category:** 1= Rational advertisement appeal, 2= Emotional advertisement appeal

**35. Advertisement appeal characteristics:** 1= Negative, 2= Positive, 3= Neutral

**36. Advertisement Appeal Sub-Category** 1=Guilt, 2=Informational, 3=Happiness, 4=Altruistic, 5= Egoistic, 6=Patriotism, 7=Music, 8= Religious, 9=Other:.....